Tearsheet

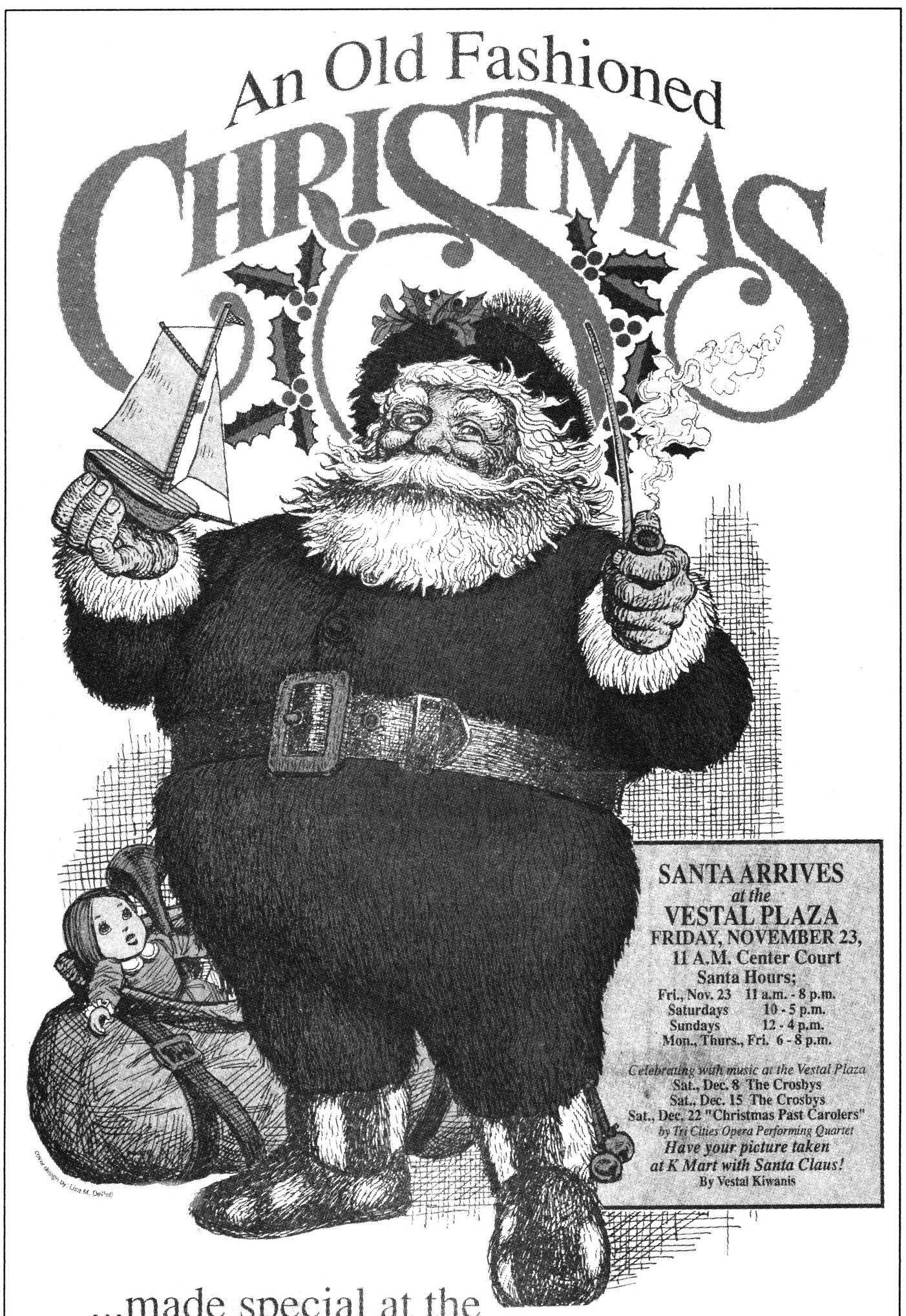
March 1991

Case Histories

Lisa M. DePofi
Graphic Designer

BINGHAMTON PRESS &
SUN BULLETIN
4421 Vestal Pkwy. E
Vestal, NY 13850

Holiday gift section front page makes Santa from Nov. '90 PMS the star in a big way! Fancy "Christmas" heading is from the same issue. Printed in green, red, blue, yellow, purple, brown, and black.

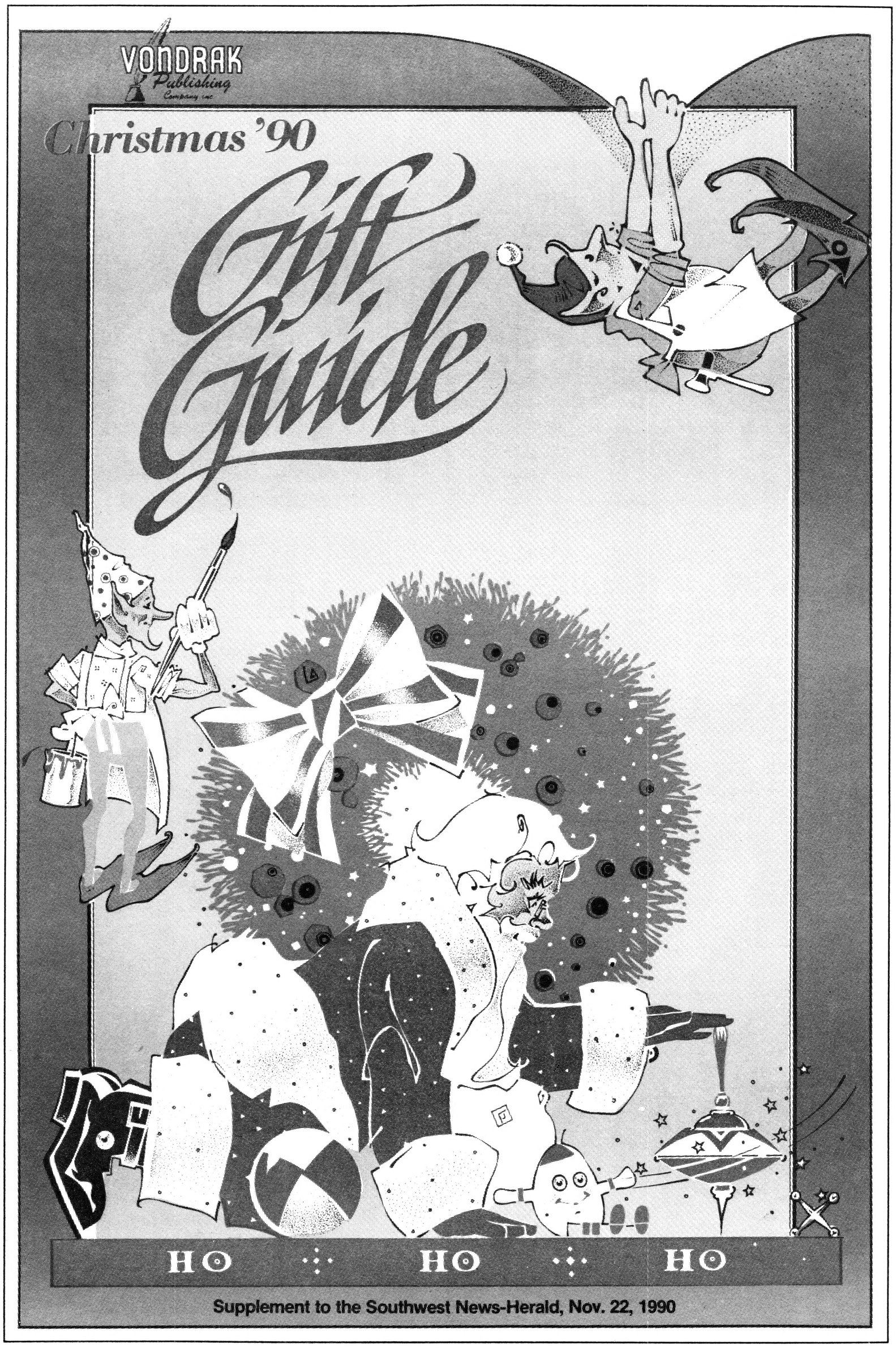

An Old Fashioned
CHRISTMAS
SANTA ARRIVES
at the
VESTAL PLAZA
FRIDAY, NOVEMBER 23,
11 A.M. Center Court
Santa Hours;
Fri., Nov. 23 11 a.m. - 8 p.m.
Saturdays 10 - 5 p.m.
Sundays 12 - 4 p.m.
Mon., Thurs., Fri. 6 - 8 p.m.
Celebrating with music at the Vestal Plaza
Sat., Dec. 8 The Crosbys
Sat., Dec. 15 The Crosbys
Sat., Dec. 22 "Christmas Past Carolers"
by Tri Cities Opera Performing Quartet
Have your picture taken
at K Mart with Santa Claus!
By Vestal Kiwanis
Cover design by Lisa M. DePofi
...made special at the
Vestal Plaza

Case Histories

Michael Puentes
Art Director

VONDRAK PUBLISHING
6225 S. Kedzie
Chicago, IL 46375

PMS and Clipper work together to make this bright red and green gift guide cover a Christmas eye-catcher. Illustrations used are from Dec. '90 PMS, Dec. '85 and Sept. '90 Clipper.



Case Histories

Ellen Murphy Bennett
Art Director

ATLANTA BUSINESS CHRONICLE
1801 Peachtree St.
Atlanta, GA 30309

"Festive yet non-denominational" art from Nov. '90 and Dec. '90 PMS issues was "just the ticket" to create striking gift guide header. Spot color was chosen "because I felt the art was attractive enough to stand on its own. Thank you for making my life so much easier!"

H·O·L·I·D·A·Y

Gift Guide

Only 40 Cities in the US

have an authorized Ferrari Dealer and only Atlanta has one like FAF. FAF has the largest selection of clothing, posters, models, books, accessories, and gifts for the Ferrari enthusiast. If you have a exotic car lover on your list, there is no better place in Atlanta to do your Christmas shopping. Besides, the parking is close to the door and there is never a crowd.
If you can't come out, call and we'll send you a copy of our 40 page catalog. We keep a large inventory and ship most orders the same day to make your shopping as quick and easy as possible.

Don't settle for an ordinary Christmas gift again this year.

FAF... The Ferrari Place
3862 Stephens Court, Tucker, GA 30084
404-939-5464 FAX 404 939-5344

DEWAR'S FINE FOOD™
Christmas Parties
Holiday Hams
Office Party Trays
Don't trust your function to an inexperienced or unlicensed caterer!
We accept Mastercard, Visa.
1937 Peachtree Road • 351-FOOD

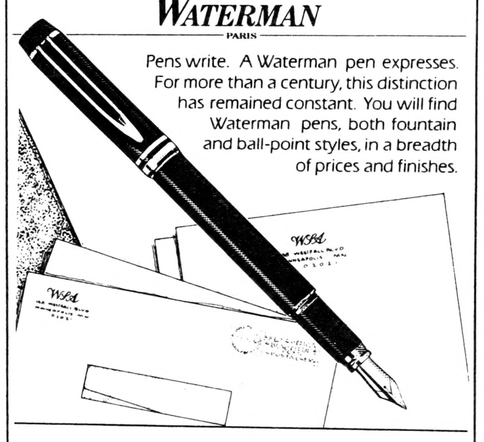
Calvin Klein Is Obscene Anywhere Else.

We've got everything covered. From My Sin to your Passion. In fact, we have over 50 designer fragrances discounted 10—30%. As well as cosmetic and home fragrance items. Call 842-0588 or visit 3116 Roswell Rd. in Buckhead (at the intersection of Peachtree and Roswell Rd.). We promise to take off everything.
SCENTSATIONS

The In Basket
Take the Work Out of Gift Giving this Holiday Season
Call Today About a Customized Gift Basket Program For Your Company
Delivery/UPS **Phone 404-740-8438**

Gifts To Be Remembered!
Gift baskets for all occasions
Holiday Season • We Appreciate Your Business
• Corporate and Personal Gift Giving •
Call NOW to order your personalized gift basket!
Thanks
WATSON'S • **978-3055**
Will Mail Anywhere in U.S. *Free Delivery in Metro Atlanta*

WATERMAN PARIS
Pens write. A Waterman pen expresses. For more than a century, this distinction has remained constant. You will find Waterman pens, both fountain and ball-point styles, in a breadth of prices and finishes.



ARTLITE
OFFICE SUPPLIES & FURNITURE
1851 PIEDMONT RD NE • ATLANTA, GA 30324
MON-FRI 8:30-6:00 • SAT 9:00-1:00
(404) 875-7271

fugi HAIR
Give the gift that leaves a lasting impression
Fugi Gift Certificates for family, friends, employees, associates
Voted "Best Salon" —*Atlanta Magazine*
Buckhead Plaza 231-1774 • **Galleria Specialty Mall** 952-9799
Marriott Marquis at Peachtree Center 524-6622

Gooseneck Farms
Route 3, Box 541
Hawkinsville, GA 31036
1-800-537-6965
Call for free catalog
CORPORATE GIFTS

CUSTOM TINS WITH YOUR LOGO
GIFTS FOR ALL YEAR ROUND
PECANS—PECAN CANDIES
Amaretto Pecans
Orange Frosted Pecans
White Chocolate Pecans
Milk Chocolate Pecans
Roasted Pecans
Honey Roasted Pecans
Pecan Brittle

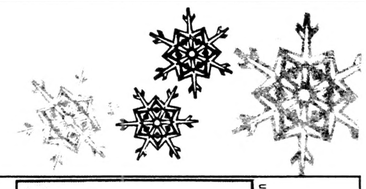


photo by Bernard Cohen
SYDELL HARRIS and daughter, KAREN

GIFT CERTIFICATES THAT SAY
"HAPPY HOLIDAYS"
"THANK YOU"
"GOOD JOB"

The Facial. A true European treatment, complete with massage, pore cleansing, mask, etc. Hand treatment included...**$45.**

The Body Massage. You'll discover body parts you forgot you had. A full hour of bliss...**$45.**

Manicure & Pedicure. Expertly done with the Sydell touch while you relax in comfort...**$44.50.**

A Day With Sydell. Relax in the steamroom and unwind completely with an hour long body massage. We'll then guide you leisurely through the facial, manicure and pedicure, a light, gourmet lunch served to you and an artistic makeover as a grand finale...**$150.**

His & Her Body Massage. For the couple who enjoys sharing life's experiences. He gets to share this gift, complete with champagne from DOMAINE STE. MICHELLE...**$90.**

Use your Visa, Mastercard or American Express to purchase your beautifully packaged gift certificate by phone. No lines or crowds.

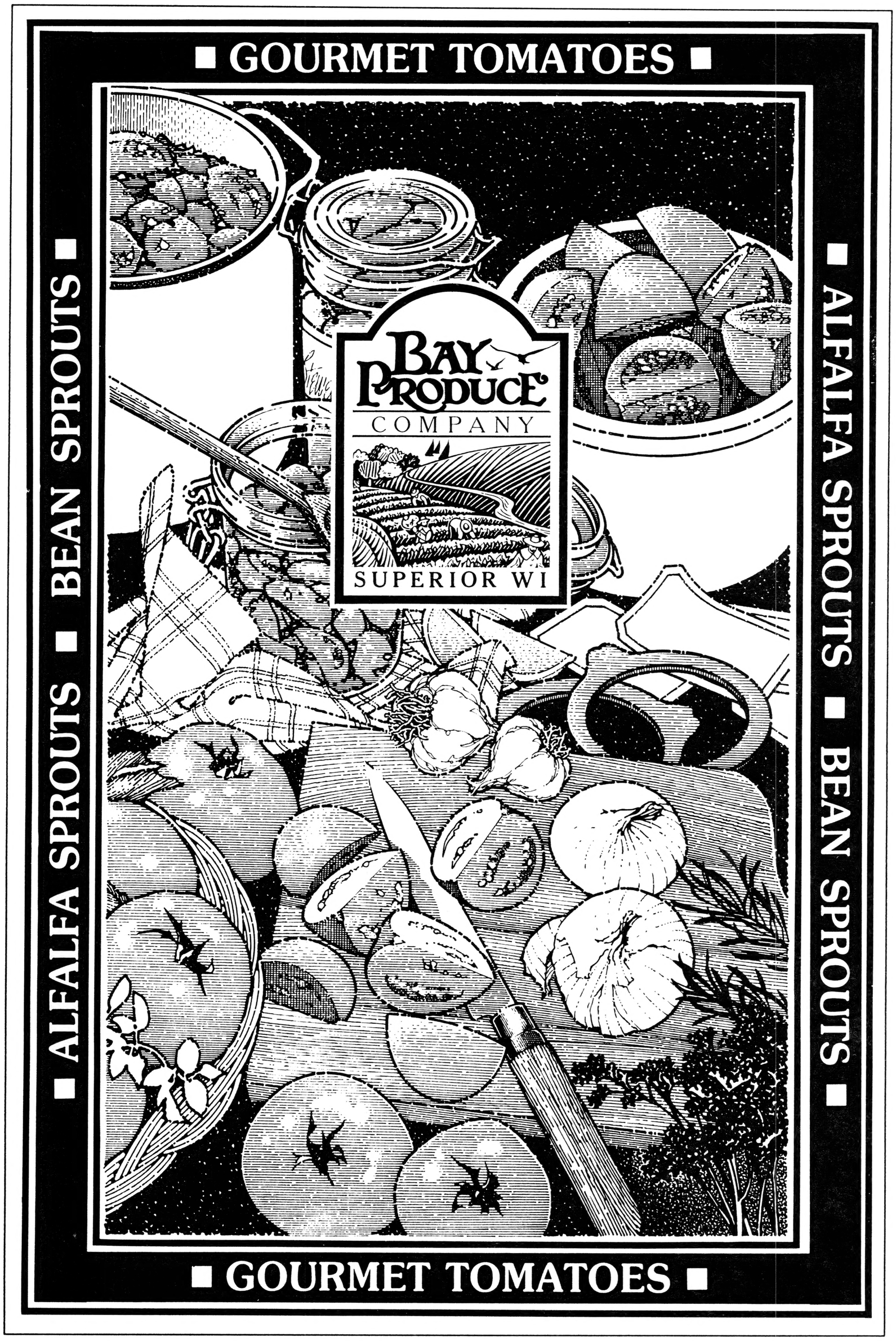
SYDELL
The Face & Body Spa
Buckhead Plaza 237-2505
Galleria Mall 955-5576

Case Histories

Mark Mahla
Art Director

THE EVENING TELEGRAM
1226 Ogden Avenue
Superior, WI 54880

Intricately detailed illustration from Aug. '87 PMS adorns poster and brochure for a company that grows hydroponic tomatoes. Brochure is printed green on cream stock. Poster is printed green and red on cream stock.



Case Histories

Terrie Tardie
Layout Artist

CURRY COPY CENTER
17 E. Bay Street
Savannah, GA 31401

This attractive 4-color statement stuffer was created to make customers aware of holiday closings. Art from Nov. '89 PMS and May '90 PMS worked well together to conform to the necessary vertical format. Printed on textured card stock.

our

Holiday Schedule

We will be closed Thursday, November 22nd and Friday, November 23rd for Thanksgiving....
Monday, December 24th and Tuesday, December 25th for Christmas...
Monday, December 31st and Tuesday, January 1, 1991 for New Year's.

We Hope You Have a Safe and Happy Holiday!

CURRY COPY CENTER

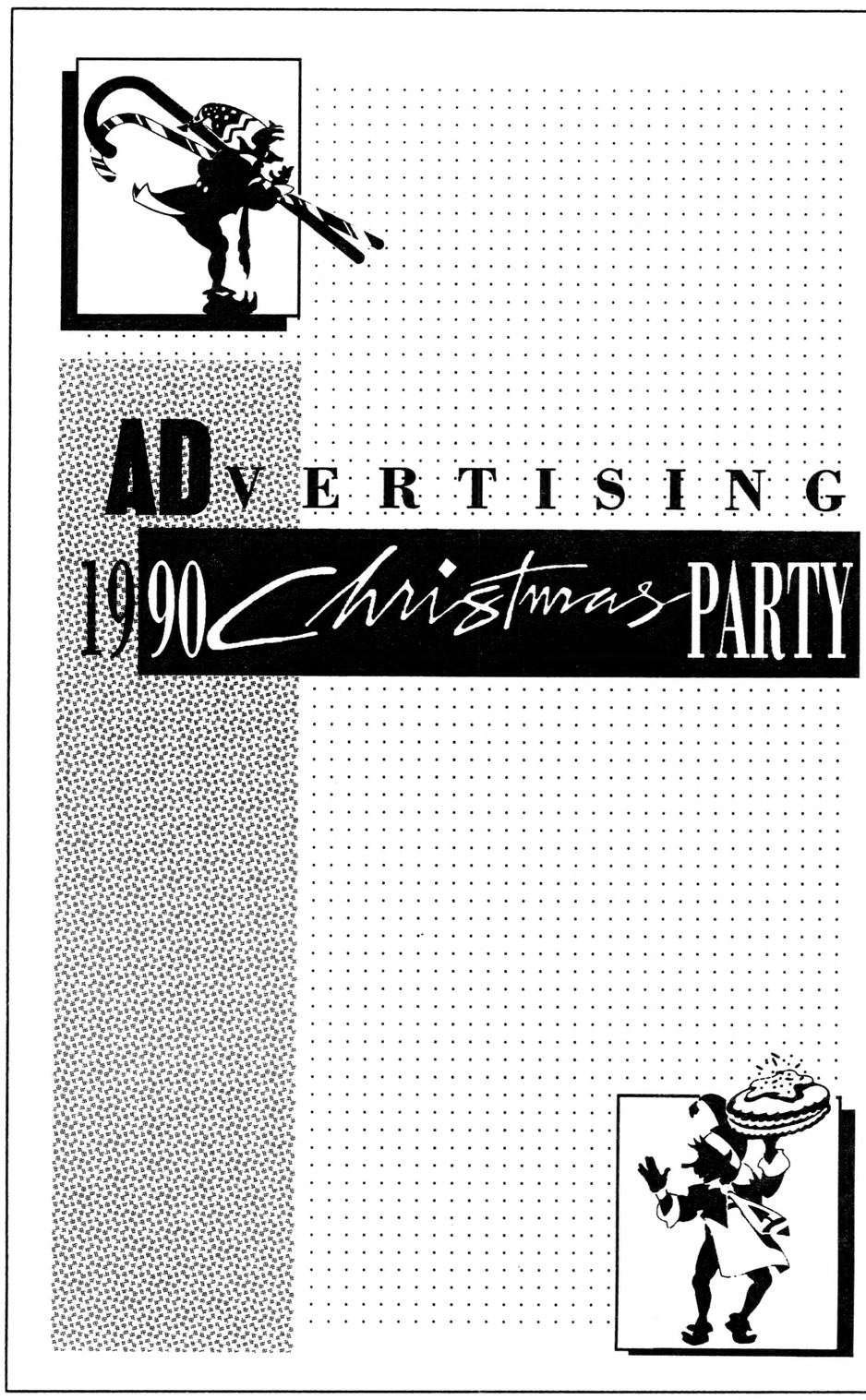
Curry Copy Center, Inc.
17 East Bay Street
Savannah, Georgia 31401
912 234 3483
FAX 912 236 2269

Case Histories

Joya Menashe
Staff Artist

PLATO-MARTINDALE-ADAMS
1320 SW Broadway
Portland, OR 97201

"This PMS art was perfect for dressing up our Christmas invitation!" Front and inside show silhouette elves from Dec. '90. "Christmas" heading is from Sept. '86 Clipper. Printed red and black on light gray textured stock.



ou and your
Spouse or Guest
are cordially
invited to the....

Advertising Christmas Party
Saturday, December 1, 1990

*C*ocktails and
Hors d'oeuvres
7:00 PM

*B*uffet Dinner
8:00 PM

*D*ancing until midnight
featuring....
The Millionaires

At the....
Shilo Inn
11707 NE Airport Way
Portland, Oregon

RSVP By November 23
Carole White 221-8319 or
Shari Kemper 294-4141

Hotel Suite Rental Information 252-7500

PMS COVER STORY: Lots of white space and soft colors give this month's cover a fresh spring look. Tulips removed from p. 4 illustration, then bunny flopped and massively enlarged (PMS art can take drastic enlargement or reduction and hold its definition). Background from Dec. '84 Clipper, p. 12, slightly cropped on left. Art extends beyond border created by designer. Background run in color, no black plate. "PMS" hand lettered, month and year set in Eras Book by Letraset®. Printed in Pantone®colors on Carolina cover stock.

TRADE SHOWS: This month Dynamic Graphics' representatives will be at **NAMTA,** Philadelphia, PA, Feb. 28-Mar. 2; **Graphic Arts/Charlotte,** Charlotte, NC, Mar. 7-9; and **Imprinted Sportswear,** Orlando, FL, Mar. 8-10.

WELCOME

Fantastic Savings
Incredible Values
30 Big Stores
Under One Roof
Special Spring
Sale Prices
Starting March 1st

Don't miss it!

Celebrate spring!
Save up to 40% in every store through March 31st.

Pine Valley Mall
1643 S. E. Veterans Memorial Drive

Fresh Ideas for your home

Go for a fresh look this spring
Liven up any room in your home with a bright new look professionally planned to suit your individual needs.

Call today to set up a free consultation with one of our interior designers and see what we can do for you.

- **Complete Space Analysis**
- **Contracting Services**
- **Interior Modification**

555-8249

Foster's
Decorating Service

A little piece of nature...
Enjoy comfortable apartment living surrounded by the beauty of nature. Spacious 1 and 2 bedroom units now available in our new addition. Come see our beautiful community. Set up an appointment today.
Just Call:
555-3828
Office open daily until 9
Wood Dale

Uniquely Yours
Create a look that reflects your own personal style with designer dresses, separates, and accessories from our new spring collection.
• Suits • Skirts • Blouses • Pants
• Jackets • Dresses • Sweaters
• Shoes • Bags • Accessories
Valerie's Boutique
In Green Plaza

Sensational salads

Stop in and try our new Lite-Bite Specials for lunch

Our new lunch specials include a super size salad of your choice and a bowl of soup. Salads include chef, julienne, or garden delight.

Dine in or carry out
Call 555-9318
Open from 11 a.m. to 10 p.m. daily

The Driftwood
1609 E. Farmington Rd.

CERTAINLY
Spring

Willow Creek Mall

Stop In And See What's In Store For Spring

Enjoy the best the season has to offer. See the largest selection of clothing, electronics, eyewear, books, music, toys, shoes, children's wear, jewelry, appliances, and more. We've got something for all your spring shopping needs. So why waste time going from store to store, when you can get all your shopping done under one roof?

• Famous Larr • Bergan Sax • Crystal Clear Optical Shop • Snell & Spence Toys
• Sabrina J's • Denim Warehouse • Fortnum's Jewelry • Johnson's Photo Mart
• Sandy's • Chessboard • TrekWear • Ted Bear Children's Wear • Voltaire Wear
• Esperanto's • Dwyer Music • Spinners Record Store • The Chatterbox Shop

Spring Classes

Sign-up begins Friday, March 1

Try something new this spring! Classes begin on Mar. 11, and our sessions meet days and nights, Mon. through Fri., so you're sure to find one to fit your schedule.

We've got something to interest students of all ages
Adults, teens, kids, and the whole family can find something to enjoy.

• Calligraphy • Basic Drawing
• Egyptian Tomb Art • Oil Painting
• Watercolors • Basic Sculpture
• Origami • Silkscreening • Carving

Valley Museum

555-8118 for information on registration and fees

Spring WHITE SALE

Ero Muslin **Sheets** Floral or solids **$9.45**

Jenadon **Pillows** 8 Decorator Colors **$6.14**

Gerrara **Towels** • All Terrycloth • 6 Colors **$10.00**

Mona Bed **Spreads** • Cotton Blend • 8 Patterns **$19.95**

Cotton Pillow Shams Solids or Prints **$7.46**

Glen Ellyn Hand Towels Assorted Patterns **$5.75**

Newman-Wells

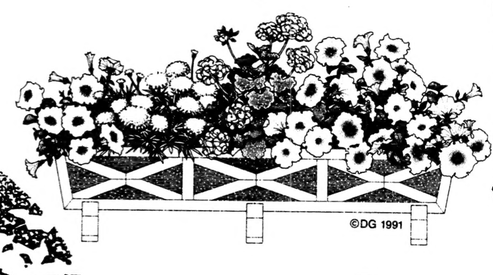
1501 S. Shepherd Ave.
Open from 11 to 7

Lively lion and lamb elements are sure to add interest to any spring promotional campaign. Original illustration slightly altered by adding type to center of drum. Add your logo beneath the type and repeat the theme throughout the store to spark interest in your spring sales. Versatile art can be used on almost any device.

Get great results from your campaign with PMS art on: • Posters • Coupons • Bags • Banners • Price Tags • Flyers • Table Tents • Print Ads • Buttons • Bag & Bill Stuffers

"Spring" Decorative Headings & Alphabets Vol. 4

"Spring" Decorative Headings & Alphabets Vol. 4



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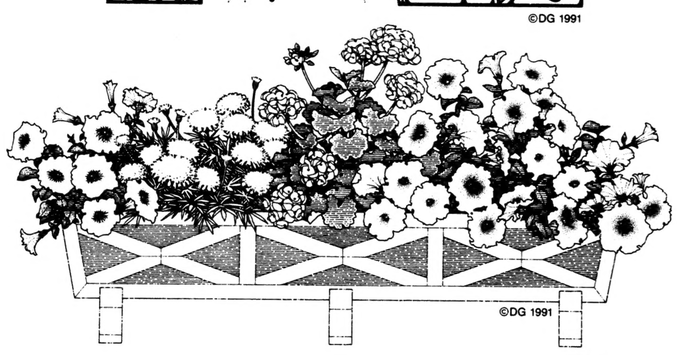
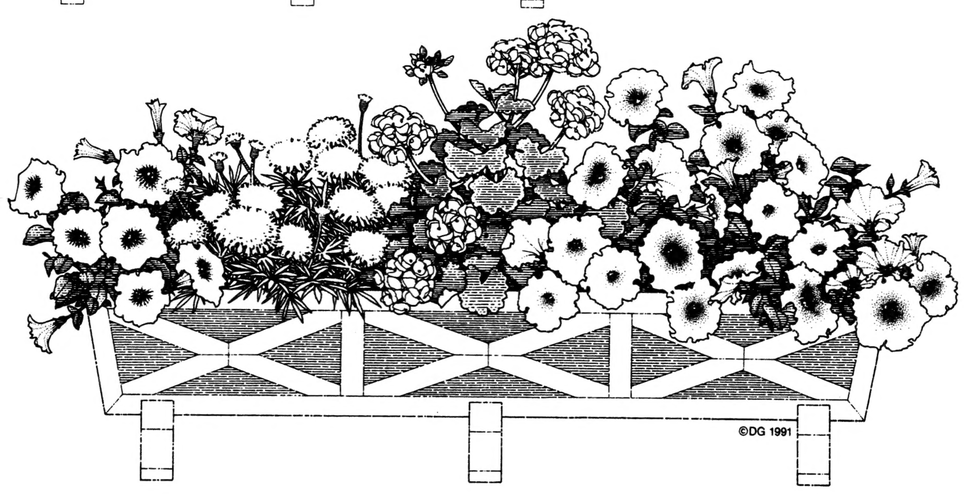
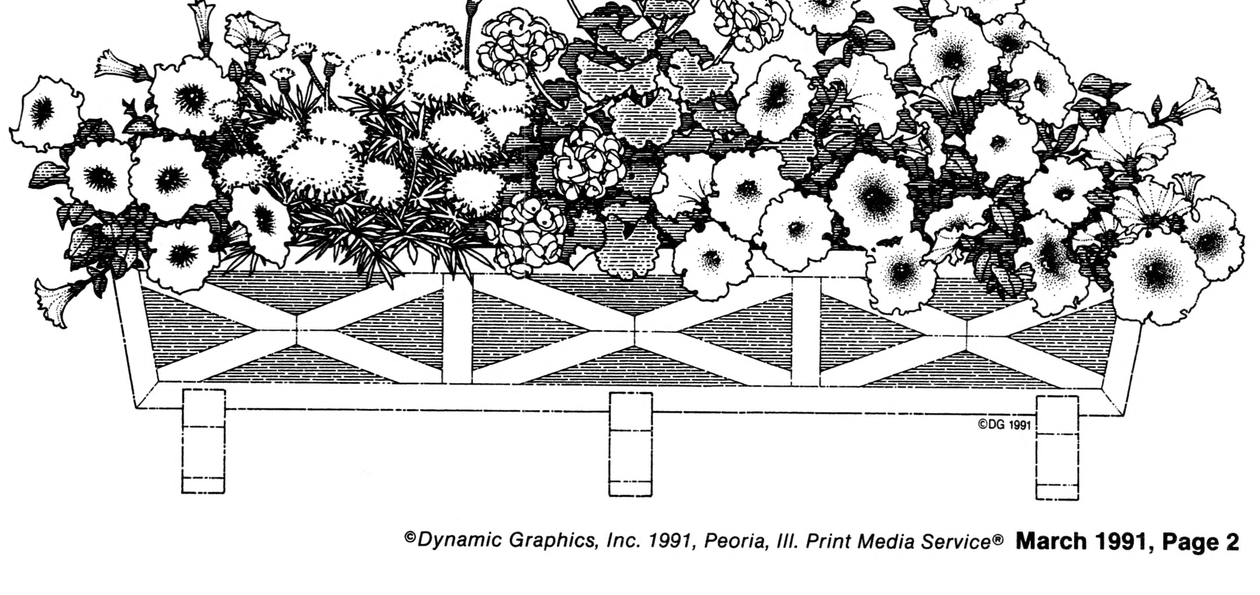
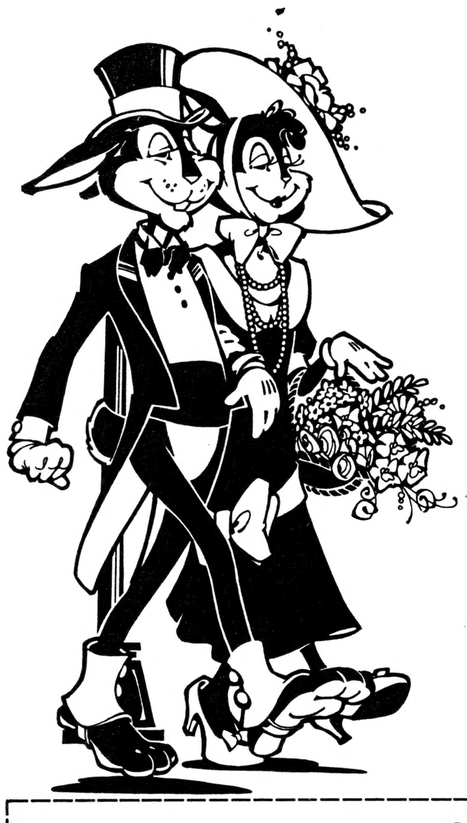








Hey, Kids!

WIN four FREE movie tickets

A total of 40 tickets to be given away

Easter Coloring Contest

CONTEST RULES

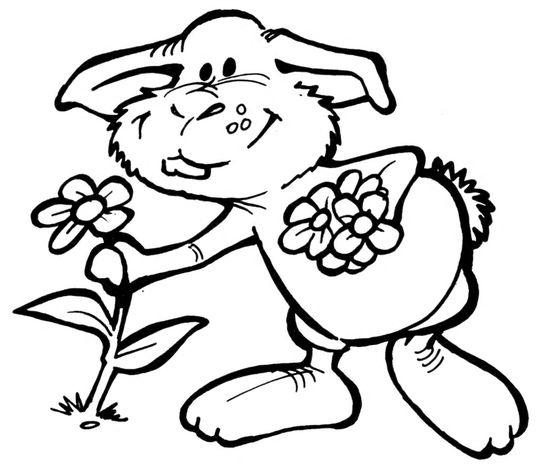
1. The Easter Coloring Contest is limited to boys and girls between the ages of 4 and 12.
2. All entries must be received by noon, March 24, 1991, at the participating businesses listed on these pages.
3. Pencils, paints, crayons, or felt tip pens may be used to color the pictures.
4. Prizes will be awarded by participating businesses on the basis of neatness, accuracy, and appearance, with consideration given to the age of the artist.
5. Entries will be judged by participating merchants, and all winners will be listed in the March 31 issue of *The Herald*.
6. Children of participating merchants and those of their employees are ineligible.

NO PURCHASE NECESSARY

Entry Deadline Saturday, March 23, 1991

NAME____ AGE____
ADDRESS____ PHONE____

Free Bottle of Bubbles
with each entry

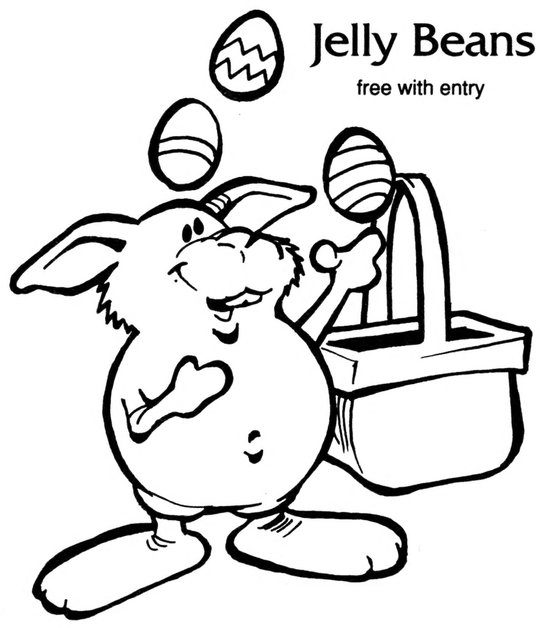


Bring this entry for judging by Mar. 24 to:

BENNET DRUGS
In Green Orchards Mall
Open 10 to 9 • 555-8331

NAME____ AGE____
ADDRESS____ PHONE____

Jelly Beans
free with entry



Bring this entry for judging by Mar. 24 to:

Gallery of Books
Green Orchards Mall
Open 10 to 9 daily

NAME____ AGE____
ADDRESS____ PHONE____

Come on in for a FREE TREAT with entry
(LIMIT ONE PER CHILD)

Bring this entry for judging by Mar. 24 to:

QUIK MART
In Green
Open

NAME____ AGE____
ADDRESS____ PHONE____

Kids eat for $2.00 with entry

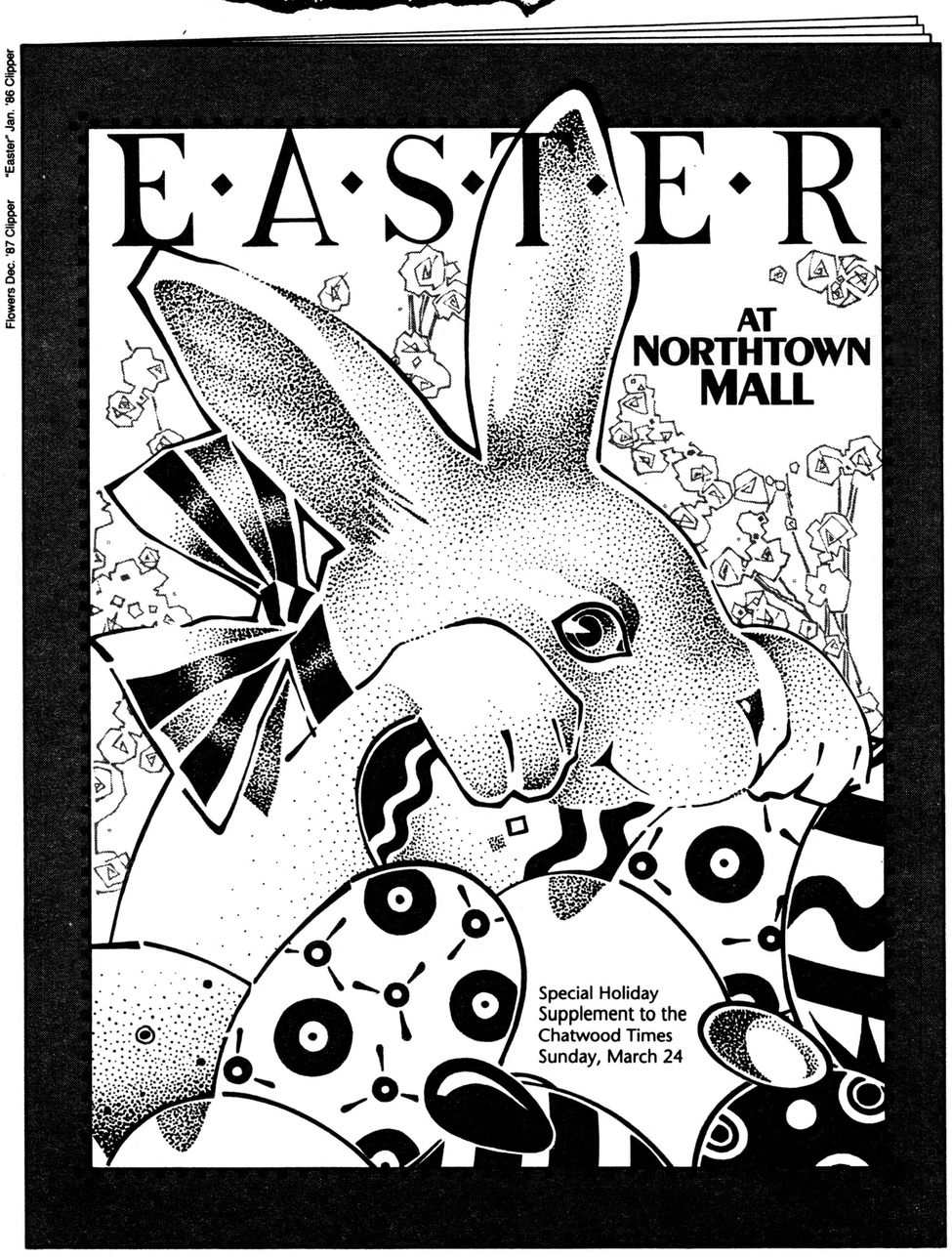
Bring this entry for judging by Mar. 24 to:

Open from 10 to 9 daily
In Green Orchards M

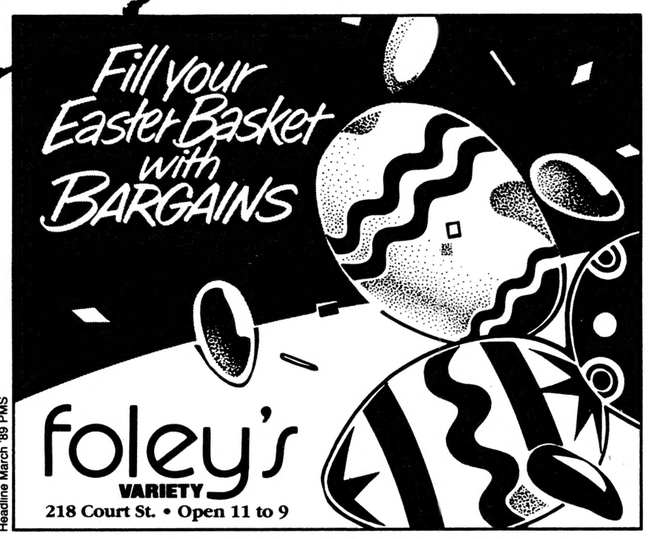
NAME____ AGE____
ADDRESS____ PHONE____

FREE BALLOON
with entry thru
Mar. 23, 1991

"Easter" Jan. '86 Clipper
Flowers Dec. '87 Clipper



Headline March '89 PMS



"Hoppy Easter" April '88 PMS

Hoppy Easter
from
TOY MART
Hop on in for great savings on everything you need to guarantee smiles on Easter morning.
Check out our prices on Easter baskets, stuffed bunnies, ducks, and lambs, plastic eggs, games, figurines, and Easter candy mini-packs.
Get a free Barney Bunny stuffed toy with every purchase of $20 or more!
TOY MART
Located in Glenwood Plaza
Open from 10 to 9 daily

"Easter" Jan. '88 Clipper

EASTER
BRUNCH
Treat your family to an eggceptional Easter breakfast. Our buffet has eggs, pancakes, french toast, bacon, sausages, and more, all for just $5.95 per person.
DINNER
Try our baked ham, glazed duck, prime rib, or a variety of broiled seafood. Dinner is served from 2 p.m. to 7 p.m.
The Manchester
1401 Belar • Call 555-9221 for reservations

"Easter" April '88 PMS

Easter SPECIALS
Celebrate the season with blooming bargains
Fragrant blossoms and growing plants add a touch of springtime to complement your holiday decor.
• Complete Easter Selection
• Local or National Delivery
• Same Day Delivery Service
• Competitive Sale Pricing
• Yellow Spider Mums
• Fragrant Red Azalea
• Hanging Ivy Baskets
• Easter Centerpieces
• Flowering Daffodils
• Potted Easter Lilies
• Unique Corsages
• Potted Cinerarias
Uptown Florist
26 Main St. • 555-8577

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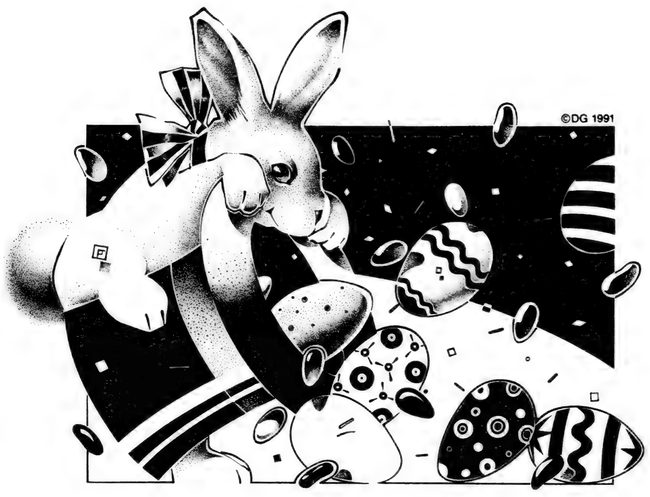
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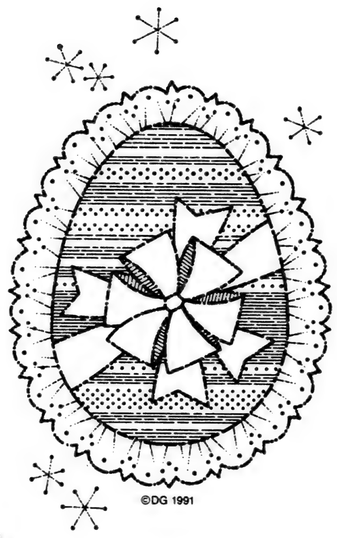
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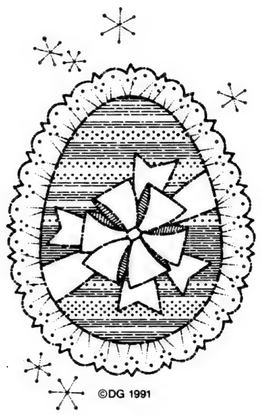
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7
21
9
7
12
5
18
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FRAGILE
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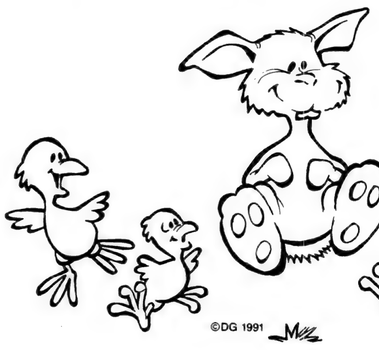
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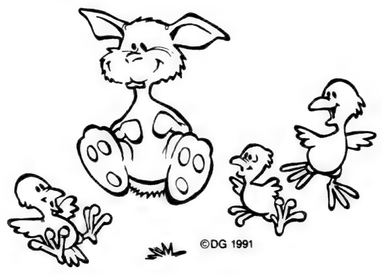
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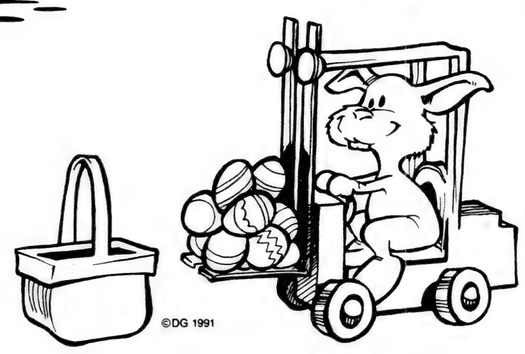
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7
12
5
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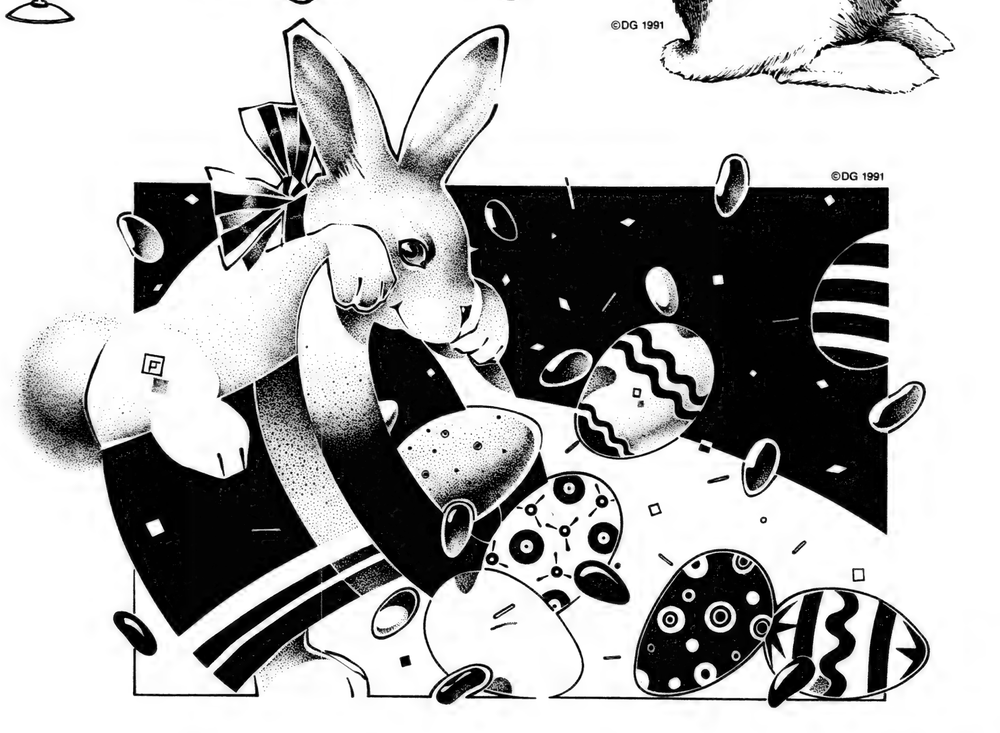
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"Home Improvement" Decorative Headings & Alphabets Vol. 4

Get more for your

HOME IMPROVEMENT Dollars

Alto
Step Ladder
5 year warranty
$16.99

Green Cobra
Garden Hose
50 foot section
$18.99

4x6 Sheets
Drywall
limit 10 sheets
$3.99

Everseal
Bathtub Caulk
12 oz. tube
$2.99

Mongoleum
Floor Covering
per sq. yard
$5.99

King Kan
Garbage Can
25 gallon plastic
$12.99

White & Becker
Power Drill
$36.99

6x6 Sheets
Pegboard
limit 5 sheets
$6.99

Sale ends March 18

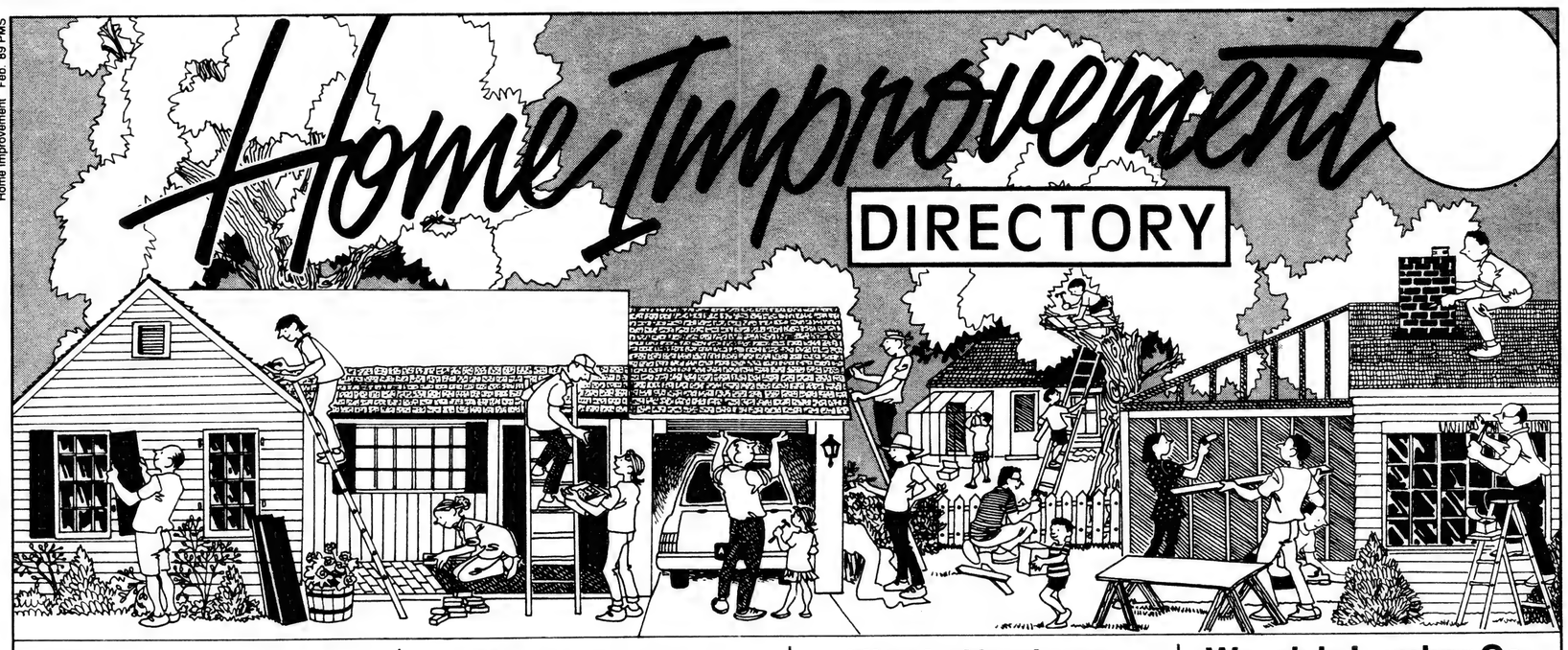
You can build your home around us!

Handy Dan's

844 N. Kingston Road • Open Mon.-Sat. 8 to 9

"Home Improvement" Feb. '89 PMS

Home Improvement DIRECTORY



A guide to all your home improvement needs
These fine area businesses will help you get the inside and outside of your home into top shape.

Daniel Roofing
Tops in the roofing business.
The answer to all your roofing needs. We specialize in slate, shingle, and tar and gravel roofing and repair. Free estimates.
555-9663

Martin Nursery
The green thumb people.
Spruce up your yard with our help. We have the best selection of starter trees and shrubs, and also do regular lawn maintenance.
209 S. River Rd.

GeoTherm Glass
Your windows to the world.
Save energy and add beauty to your home with our triple-pane UV-sensitive windows.

King's Hardware
Your one stop fix-it-up center.
All the little things you need around the house. Come to us for light bulbs, fuses, furnace filters, and much more.
1151 S. Hanes Rd.

Laverne's Gallery
Art for your fancy.
Make the walls of your home come alive with tasteful paintings and prints in your design scheme.

Woody's Lumber Co.
Discount building materials.
Whether renovating or adding on, come to us for the best prices and selection in building materials.
145 W. Fell Avenue

Excell Lighting
We show the bright side of life.
Save money on your electric bill. Complete indoor and outdoor lighting systems installed by our

Enjoy the safety and convenience of a garage

Let us put a roof over your wheels. A garage protects your car from the elements and break-ins, and adds to your home's value.

Call for an appointment at 555-8655

CHAMPION GARAGES
419 E. Berns Rd. • Open 9 to 6 daily

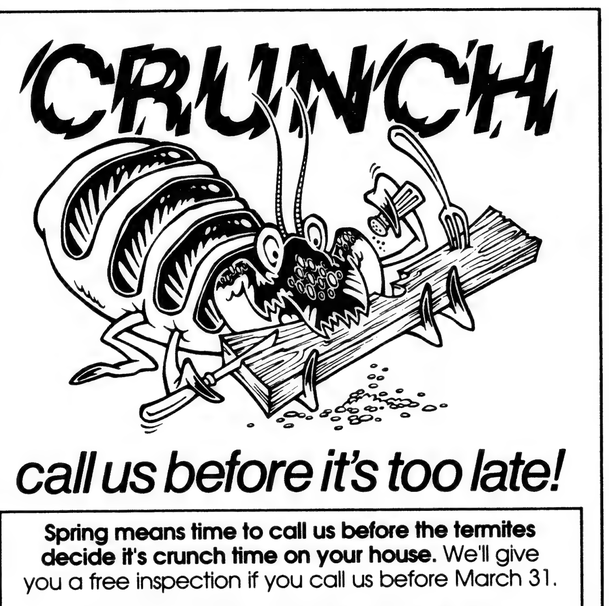
"Sale" Jan. '86 PMS Burst April '85 PMS

Wall to wall paint savings!

Half-gallon Paint Boy Latex
$10.99

And save on everything else you need to paint your home, including brushes, rollers, power painters, and more.

POTTER PAINTING AND DECORATING
146 E. Faise St. • Open 8 to 6 daily

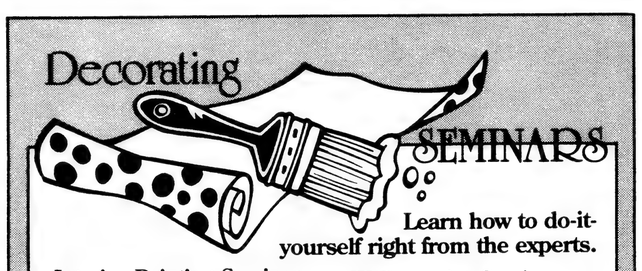


call us before it's too late!

Spring means time to call us before the termites decide it's crunch time on your house. We'll give you a free inspection if you call us before March 31.

All of our work is guaranteed under our 15 year Termite Termination Protection Plan.

Potter Pest Control Appointments 555-9844



Learn how to do-it-yourself right from the experts.

Interior Painting Seminar
Conducted by Lou Syre of MagicPaint Inc. **$15**

Furniture Upholstery Coordination Seminar
Conducted by Ben Rice of The Color Spectrum **$10**

Wallpapering Seminar
Conducted by Cindy Ball of E.O. Interiors **$10**

Call for seminar dates and times. **555-9899**

Central State College

Get the right **TOOL** for the job!

20% off Entire stock of home tools.
Includes all in-stock hand and power tools

- Power drills
- Hammers
- Socket sets
- Solder guns
- Power sanders
- Hand saws
- Screwdrivers
- Much more

We also rent.
We have many tools and industrial appliances available for rental.

- Power painters
- Bench grinders
- Chainsaws

Sale runs **March 22-28**

Open daily 9 to 9
1136 E. Frem St.

LAWSON'S HOME CENTER

The trusted name for home building and remodeling.
We give you over thirty years of quality construction experience.

Phone 555-9877

- Basement remodeling
- Patios and sun decks
- Custom built homes
- Kitchen and bath
- Room additions
- Concrete work

Call us today for a free estimate

P.J. Builders 956 E. Laner Rd. • Office hours M-F 9-5

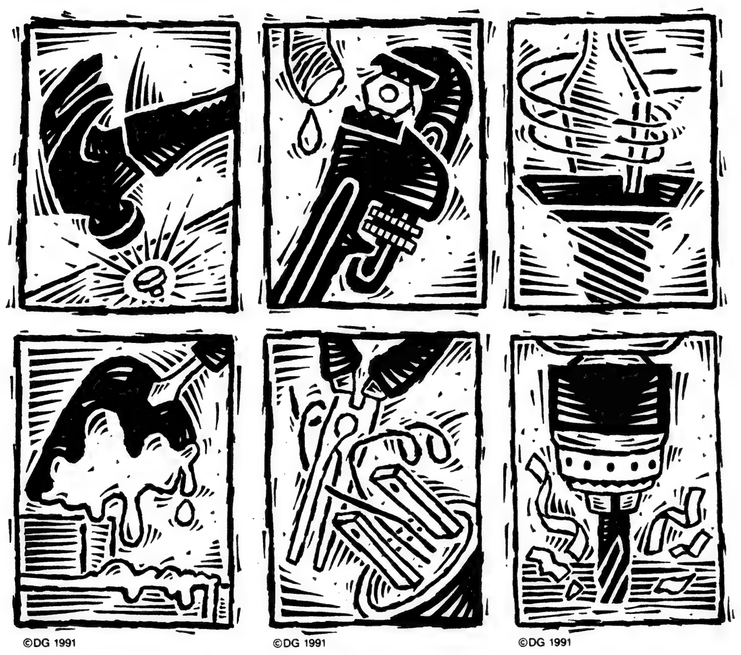
Equity in your home

means money in your pocket.

You *can* get those things that seem financially out of reach. Get a pre-approved credit line up to 75% of your home's value (minus the mortgage balance). Call us today for more information at **555-8766**.

MASON STATE BANK 315 S. Felmley Drive

"Home Decorating" Decorative Headings & Alphabets Vol. 4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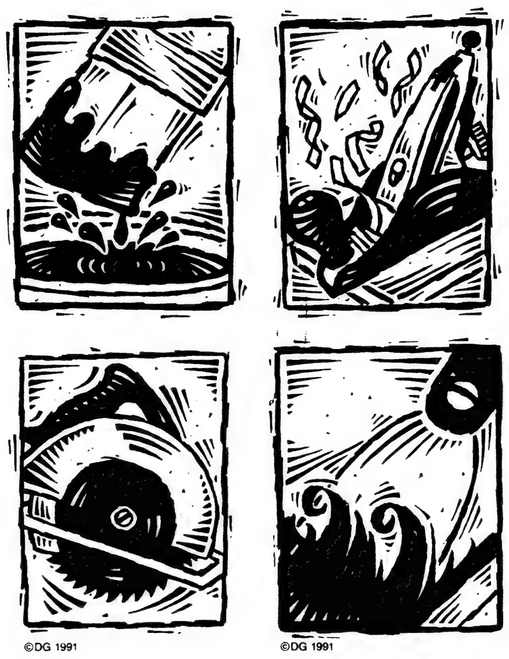
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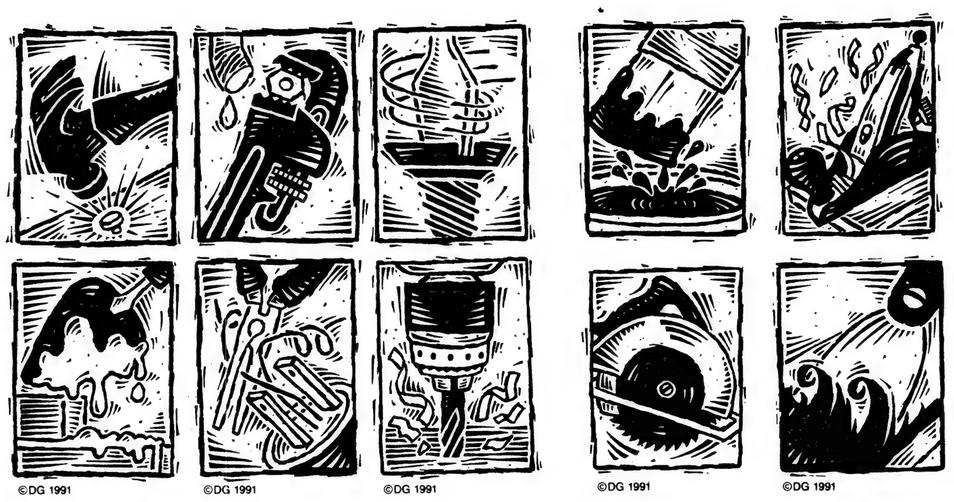
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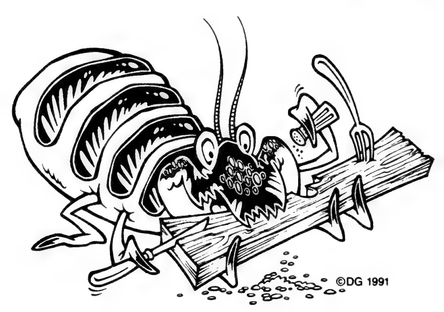
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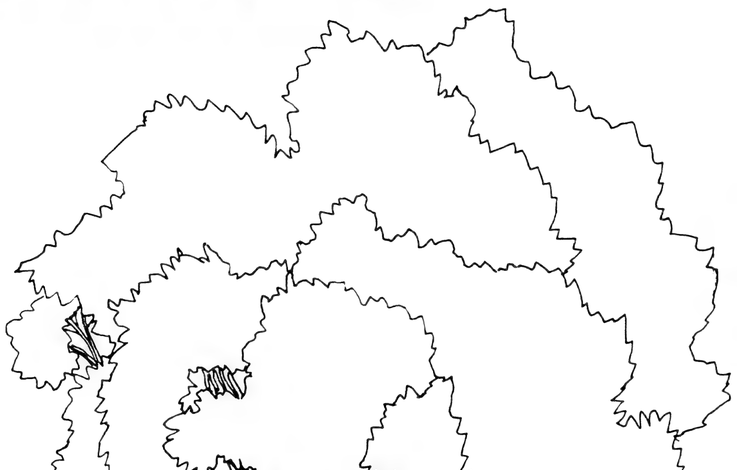
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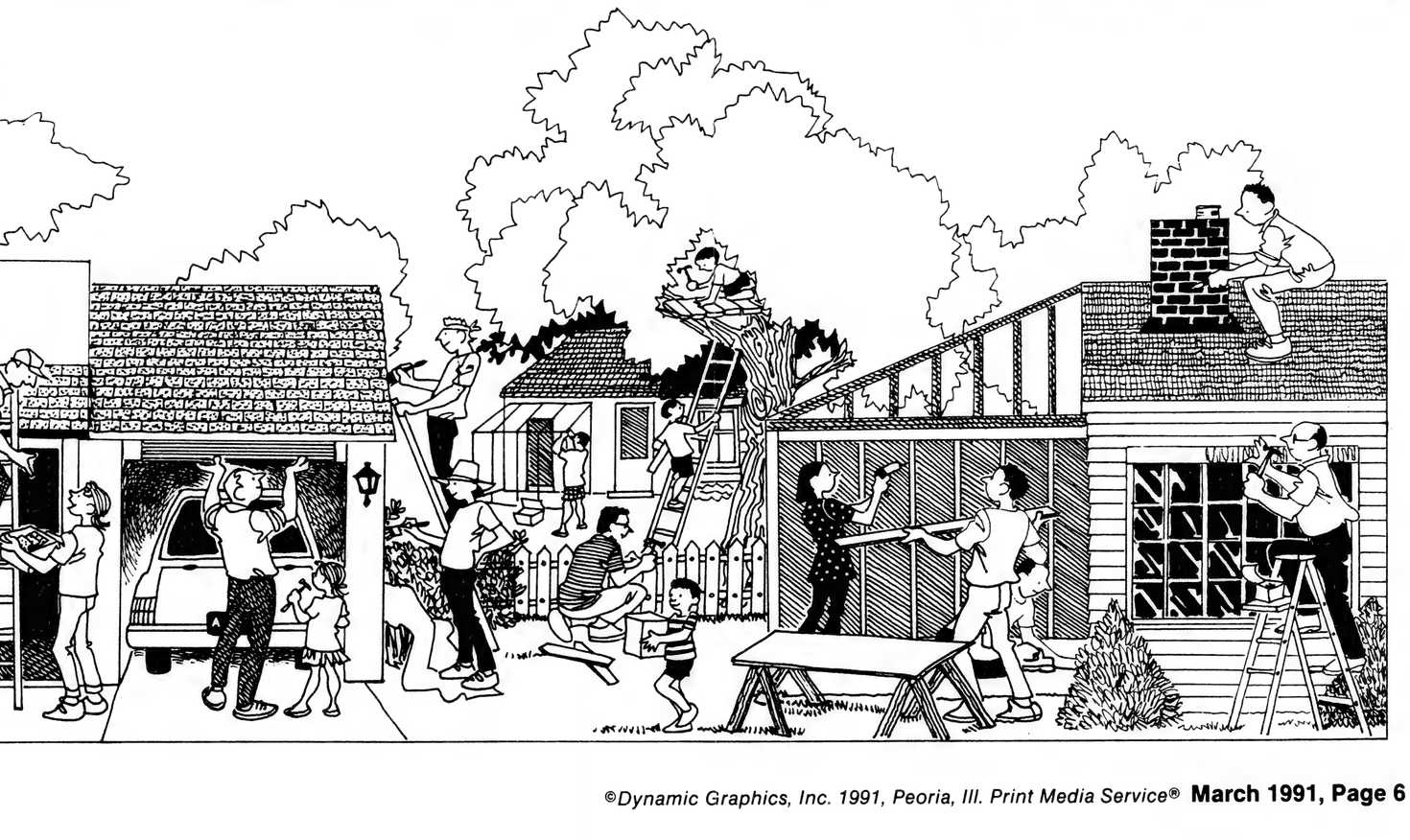
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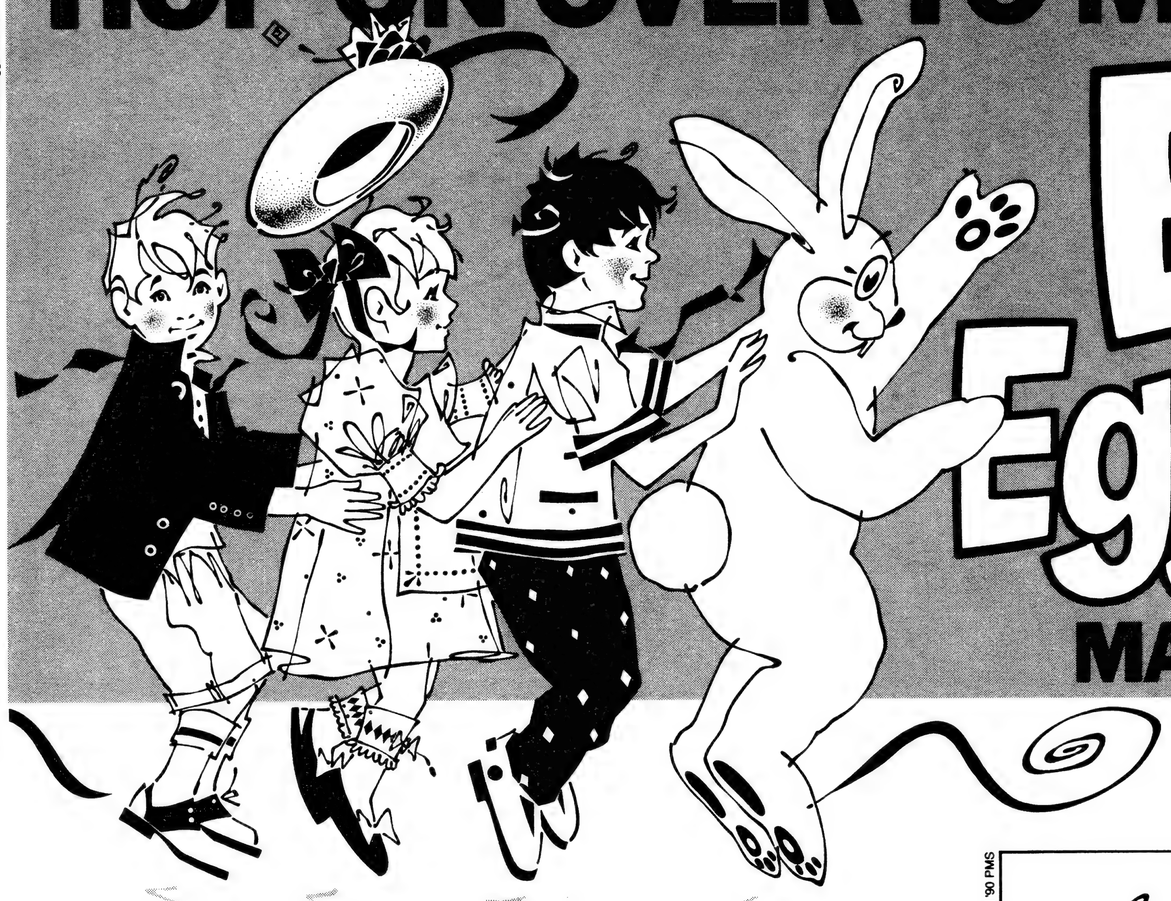
"Easter Eggs-citement!" April '88 PMS

HOP ON OVER TO METRO PLAZA FOR



Easter Eggs-citement!

MARCH 20th TO MARCH 23rd

Hey kids! The Easter Bunny will hop in here on Saturday, March 23 from 10 a.m. to 4 p.m.

And don't forget to enter the Draw the Easter Bunny Contest at Ted Bear Children's Wear

---

Savvy Spring Suits

Dress for success this spring. You want the look and we've got it. Suits and separates that make the man.

Save 20% on Spring Blazers

Choose from many popular styles from Gray Brothers, Morley Mills, and Bill Glass.

Borgens

Open 9 to 9 Daily

Spring Fashion Starts Here

Get a leg up on your spring wardrobe

We have the hottest spring fashions you'll find anywhere. You must come in and see our large selection of designer skirts, blouses, blazers, and pants, all in fresh spring colors.

J.B. Koch's

Charge it on your Pisa
Open 10-9 daily

Easter basket April '90 PMS

Easter

Relax and let us do the cooking this Easter

Dine in with us this Easter Sunday. We guarantee you the best holiday dinner you've ever had. Our Easter menu includes:

• Roast beef • Turkey • Ham
• Mashed potatoes • Salad

Call us for reservations
555-6745

THE CHALET

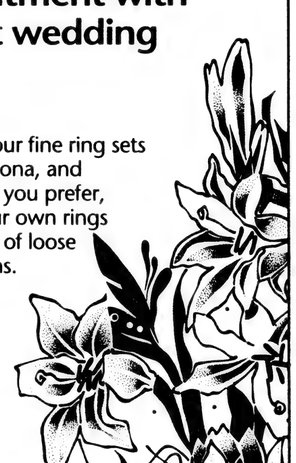
Open 11 a.m. to 11 p.m.

SPRING

Spring. The season of love and romance. The season of melting snow and melting hearts. The season of promises for the future. May spring be a beautiful beginning for you.

Show your love and commitment with the perfect wedding ring set

Come in and see our fine ring sets from Hallmen, DeVona, and ForeverMore. Or, if you prefer, you can design your own rings from our collection of loose diamonds and gems.



Pisa card accepted
Open 10 to 9

Ranaga Jewelry

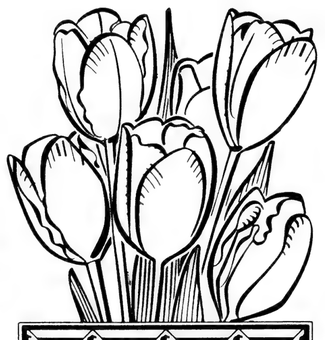
INSTANT UPDATE

Breathe new life into your wardrobe! Our fashion accessories give your old outfits a new look and save you money.

Choose from scarves, earrings, bracelets, watches, rings, hats, hosiery, gloves, purses, and much more.

Mario & Chippendale's

Open 10 to 9 Monday thru Saturday and Sunday 11-6



30% off all Elizabeth Mariani nail polish and glaze

ARLENE'S NAIL BAR
March 11 through March 17

SAVE

Deluxe manicure and pedicure for $15.99 by appointment only

ARLENE'S NAIL BAR
March 18 through March 24

SAVE

Full set of Elegance nail extensions by Jaban for $24.99

ARLENE'S NAIL BAR
March 24 through March 30

SAVE

Dress your best for the holidays

EASTER VOGUE

Save now on the best selection of men's and women's spring fashions in town

Paul Cushman & Co.

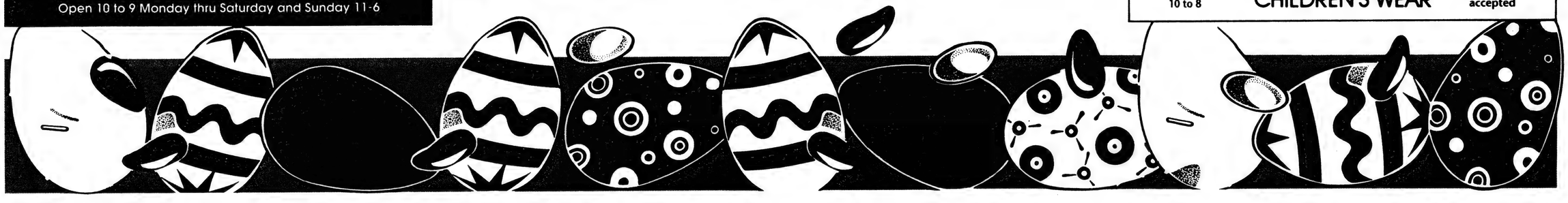
One Hop Shopping

Dress up your young ones for Easter or any occasion in our fashionable and functional children's clothing.

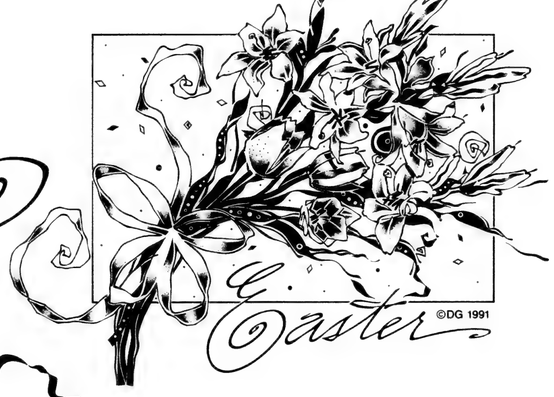
Open 10 to 8

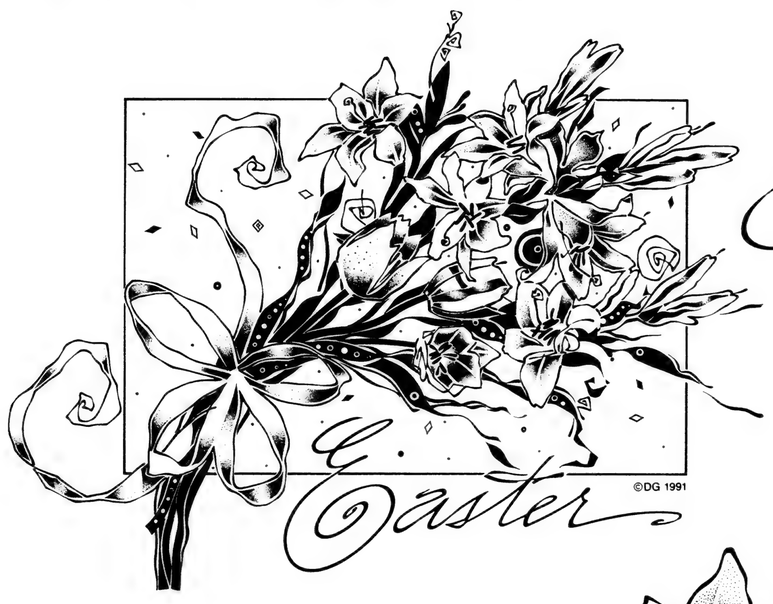
Ted Bear CHILDREN'S WEAR

Pisa card accepted



HOP-HOP-SHOP





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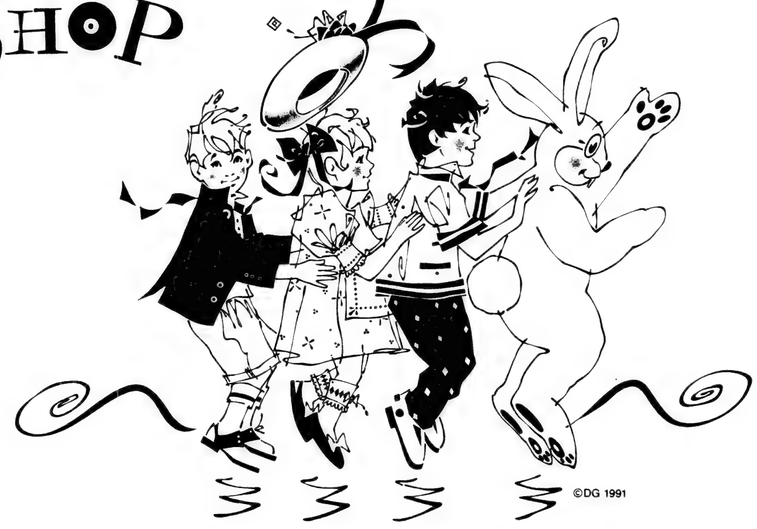

HOP-HOP-SHOP

TOP O' THE MORNIN!

Spend your St. Patrick's Day the traditional Irish way

Start your morning off right with our Irish breakfast buffet, then join us for corned beef and cabbage for dinner.

Breakfast Buffet $7.99 per person

Shamrock Inn
1400 W. Palisade Ave • 555-9943

"Erin Fest" March '88 PMS

ERIN FEST

All ages PARTY

Come out to the Square from 3 p.m. to 9 p.m.
Everyone can enjoy a taste

Join the fun on Saturday, March 16

Starting at the foot of Fulton
Starting at 11 a.m.
Music, floats, clowns, balloons, leprechauns, shamrocks, and all the little

It's your lucky day!

St. Pat's Specials

Killarney Beer $9.53 12 pack

Flavored Gaelic Vodka $7.39 1 liter

Colleen Dry Sherry $6.99 14 oz.

Sale ends Mar. 31

C Liquor
126 N. Main

B'gosh, you'll be savin' a pretty penny on St. Pat's Day cards and gifts!

SPECIAL SAVINGS

Now through March 17

St. Pat's Day buttons and pins
50¢ to $2.50

Lyre's gift boxes of candy
$2.49 to $6.99

All St. Patrick's Day cards and decorations 40% off

Hurry in for the best selection! Sale ends Monday, March 18.

QUINN ☘ CARD SHOP
in Nollo Plaza

"Special Savings" March '90 PMS

Banner March '88 PMS

Potter Drugs

SAVIN' O' THE GREEN SALE

Coupons May '86 PMS

VALUABLE COUPON
Thayer ASPIRIN $2.00 OFF
Good on regular, family, or super size bottles
EXPIRES 3-18-90

VALUABLE COUPON
Biomatrix MOUSSE $2.25 OFF
In regular or hard-to-hold formulas
EXPIRES 3-27-91

VALUABLE COUPON

VALUABLE COUPON

We salute all our IRISH friends!

Everybody's Irish on St. Patrick's Day

Come in and celebrate the day with us! All our branches will be handing out free green balloons and shamrock keychains to all of our customers, even if they aren't Irish! While you're in, ask about our new Instant Access Loans, personal credit lines, and bill consolidation plans.

Royal Oaks Bank
Established 1952 Member FSIC, ALAC
1401 Court St. • Lake Plaza • 1224 Glendale

Headline banner March '89 PMS

Shamrocks March '88 PMS

O'THE IRISH the LUCK SALE

Sale begins today!

Breillon Double Gas Range $699.99
• continuous clean oven
• pilotless ignition

Smartworks Microwave Oven $229.99
• 4 cooking programs
• 720 watts of power
• automatic defrost

Arctic Circle Dishwasher $339.99
• cutting board top
• 7 cycle options
• soundproof door

Super Chef Toaster Oven
Fits in range hood
$34.99

Arctic Circle
9.5 cu. ft. refrigerator with four slide-out shelves and crisper
$449.99

Garbage Miser
Freestanding trash compactor with a 3 h.p. motor puts a week's worth of garbage into a single bag
$409.99

Hot Springs
Your choice of 50 gallon natural gas water heater or 60 gallon electric water heater, each with a 10 year warranty
$239.99

Moonbeam
6-slice Toaster Deluxe with 10 computerized presets and 3 year warranty
$49.99

Lennon
Ceiling fan with 4 speeds and antique brass finish
$79.99

Max Mixer
Power blender with seven settings and auto shut-off
$22.99

Zentech Color TV $429.99
• 26-inch screen
• remote control

Lazerion CD Player $219.99
• 5 disc

V.R.E.M. Stereo VCR $249.99
• on-screen programming

Denson Automatic Washer $329.99
• 3 temperatures
• large capacity

Denson Automatic Dryer $229.99
• electric
• full size

Mr. G's APPLIANCES
218 E. Sheridan Rd.
Open 10 to 9 daily

Sale ends Saturday, March 23

Don't miss all the fun on St. Paddy's Day

Wake up to big savings!
Stock up on shamrocks, leprechauns, and pots o' gold at our annual St. Patrick's Day sale. Everything Irish is now

20% OFF

• Centerpieces
• Hanging Decorations
• Imprinted Balloons
• Plates & Napkins
• St. Paddy's Day Cards
• Green Crepe Paper

Ph: 555-9332

Kanaga PAPER HOUSE
17 N. Greeley • Open 11 to 9

"St. Patrick's Day" March '85 PMS

ST. PATRICK'S DAY

PARADE AND CELEBRATION

Parade begins at Meyer High School, follows Lincoln Street through downtown, and finishes at the Civic Center.

Parade starts at 10 a.m.

The Irish Society presents a Saint Patrick's Day full of celebration!

March 18th

Party tickets include food and drink, with Irish music by the Sham Rocks

St. Patrick's Day Party at the Civic Center Main Hall.

Party starts at 11 a.m.

Tickets available at the door for $6

It's gonna be a real blast!

"Special" Feb. '87 PMS

SHAMROCK Special

You'll be saving lots of green at our 6th annual St. Paddy's Day Sale.

Irish Rose Bushes
Red, pink, or white blooms $9.47

Evergreen Hedges
Shaped and trimmed $8.55

Blooming Heather
White and lavender $7.99

Sale ends March 19!

Baer Nursery
1899 W. Fordham St.

Shamrocks, "Sale" March '90 PMS

IT'S A POT O' GOLD Sale

Register to win a 1991 Siegle Scirroco Family Mini-Van

Bob Smith Auto

New Cars	Used Imports	Trucks
Jentz Fallon $9,759	'85 Leicester XRZ2T $6,499	'91 Talbot $8,993
Baron Eagle $8,215	'86 Fenton Phantom $7,559	'90 Grayson $8,866
Whitsun Regal $9,554	'86 Bartel Concord $8,334	'89 Jericho Sun $7,889

Bob Smith Auto 1615 S. Veteran's Parkway

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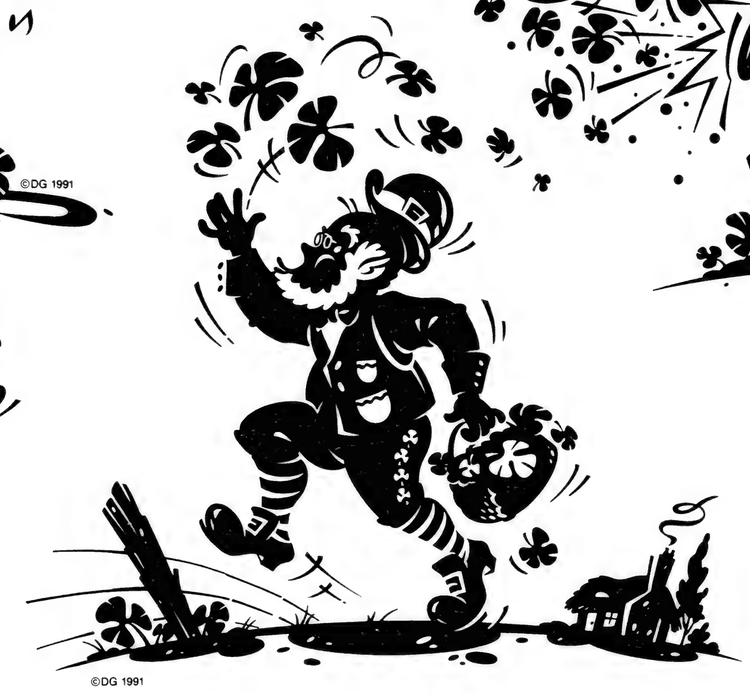
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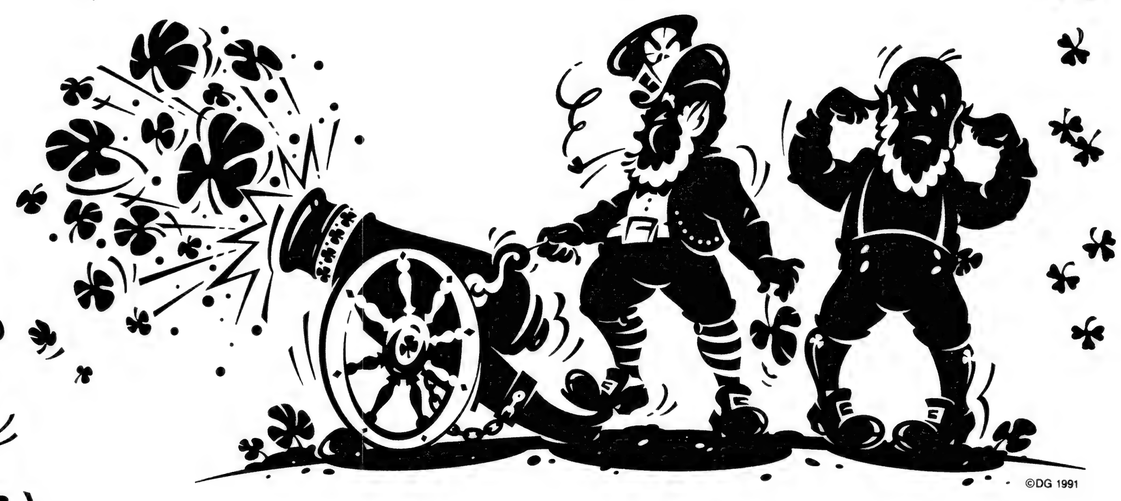
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happy
+ St.
Patricks
Day
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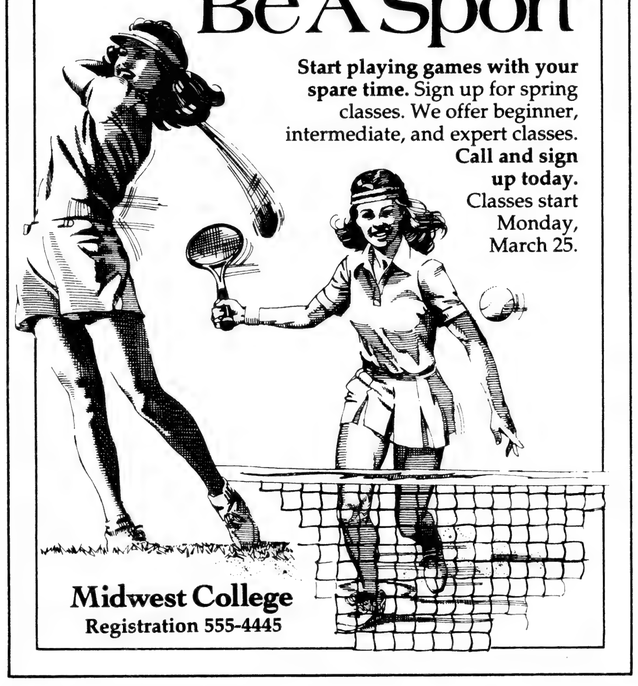
Be A Sport



Start playing games with your spare time. Sign up for spring classes. We offer beginner, intermediate, and expert classes. **Call and sign up today.** Classes start Monday, March 25.

Midwest College
Registration 555-4445

"Spring Sports Sale" March '87 PMS

Spring has arrived! Time to get ready for a full season of fun and games!

SPRING SPORTS Sale

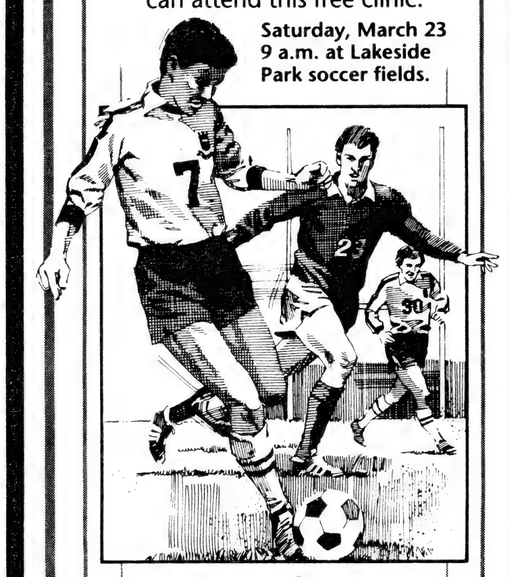
Check out these savings on sports-wear, sports and outdoor equipment, and much more!

Costello Sporting Goods

YOUTH SOCCER CLINIC

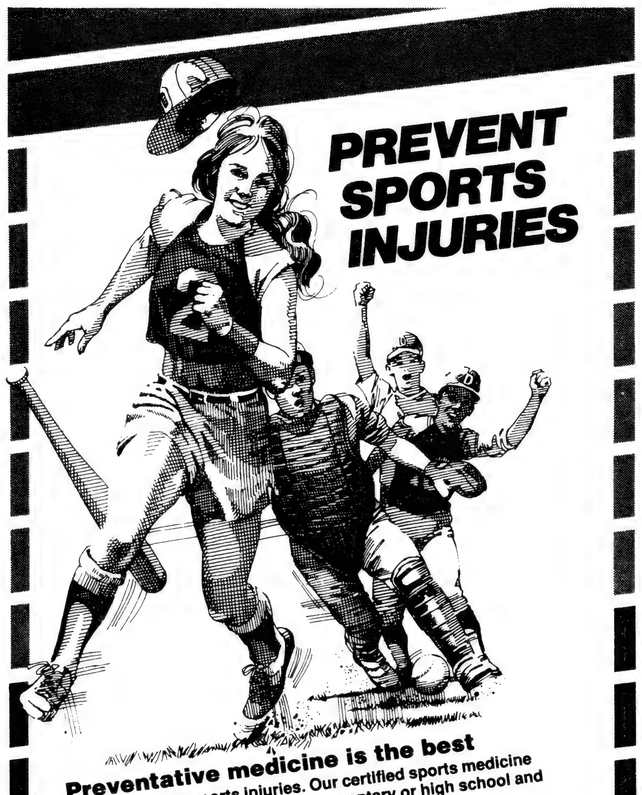
Conducted by former all-star soccer player Alan Rench. Learn the basics of soccer from a pro! Any boy or girl can attend this free clinic.

Saturday, March 23 9 a.m. at Lakeside Park soccer fields.



Eden Post
For more information, phone 555-6223

PREVENT SPORTS INJURIES



Preventative medicine is the best prescription for sports injuries. Our certified sports medicine professionals will come to your elementary or high school and instruct coaches and athletes on how to prevent injuries.

Our sports med clinic is held every Monday evening from 6 to 9 in Holt Auditorium at the hospital. Sports injuries are diagnosed and basic rehabilitation or referrals are given. Free to athletes of all ages. Call 555-4845 for information.

259 S. Fern Road at Junction St. **TEMPLE HOSPITAL**

Graduated screen Dec. '89 Clipper

A Family Tradition

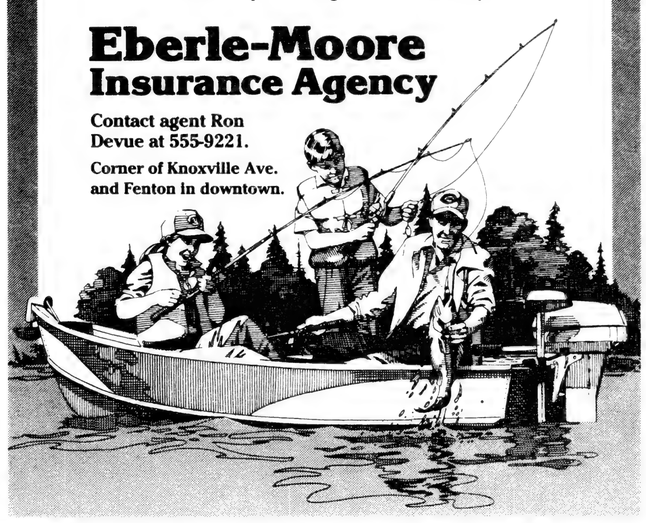
Four generations of the Demetrius family have been insured by us. We've been there for them through the good and the bad times. And we're here for you and all your life insurance needs, whether you need a term, whole, or universal policy.

Our insurance is the best assurance you can have that you are completely covered. Come to us for generations of the best service and life insurance you can get. Call us today.

Eberle-Moore Insurance Agency

Contact agent Ron Devue at 555-9221.

Corner of Knoxville Ave. and Fenton in downtown.



GET YOUR SEASON PASSES

Regular Adult Resident.....$160
Regular Adult Non-res.....$250
Senior (Age 60–Resident)....$80
Senior (Age 60–Non-res)....$125
Youth (Under 17–Resident)..$65
Youth (Under 17–Non-res)..$125
Resident 10 Round Pass.....$55

Passes available at Sugar Hills Golf Course Pro Shop and the Park District Office.

Brantwood Park District
932 S. Linn
555-9111

A Great Place for Singles ...

Glenway Apartments
Studio units start at $350, one bedroom units start at $425, and two bedroom units start at $550.

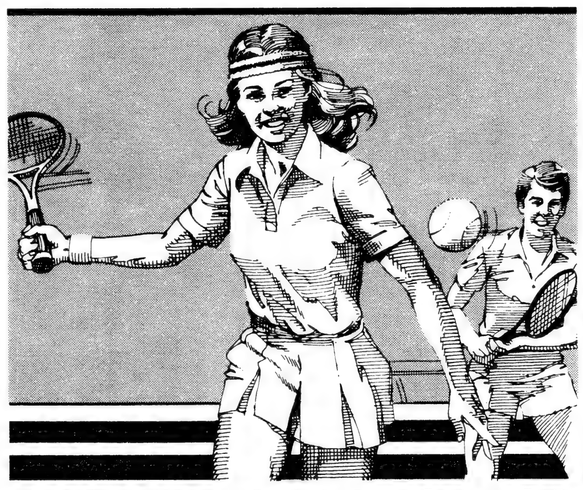
...and Doubles

Life's all aces when you choose the exciting living conditions we have to offer. Call today for a tour of our complex.

1109 E. Serengheti Road in Welling Terrace • Phone 555-5421

Spring Into Action Spectacular

Save big on athletic wear!



Friday, Saturday, & Sunday only!

$13.99 Men's and women's fleece sweatshirts by Runner Up Regular $19

$18.99 Unisex cotton-lycra athletic tights by Zeevok and Acra Regular $26-$30

$27.99 Women's tennis outfits by Net Play and 30 Love Regular $36-$42

$11.99 Men's athletic shorts by Adidios and On Track Regular $16-$20

$32.99 Women's nylon blend jogging suits by Hermes Regular $49

$22.99 Men's pique-knit golf shirts by Nichols and Eagle Regular $28-$36

CUNNINGHAM'S
Cedar Hills Mall • Hours Mon.-Sat. 9 to 9 and Sun. 10 to 6

"Sign Up" Aug. '89 PMS

Sign Up For Soccer

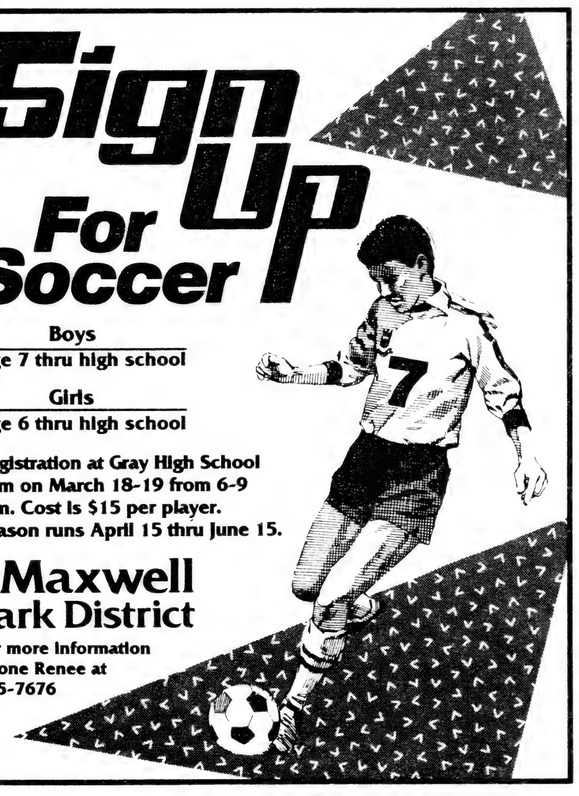
Boys
Age 7 thru high school

Girls
Age 6 thru high school

Registration at Gray High School Gym on March 18-19 from 6-9 p.m. Cost is $15 per player. Season runs April 15 thru June 15.

Maxwell Park District

For more information phone Renee at 555-7676



It's A Hit!

A classified way to sell it!

555-4830

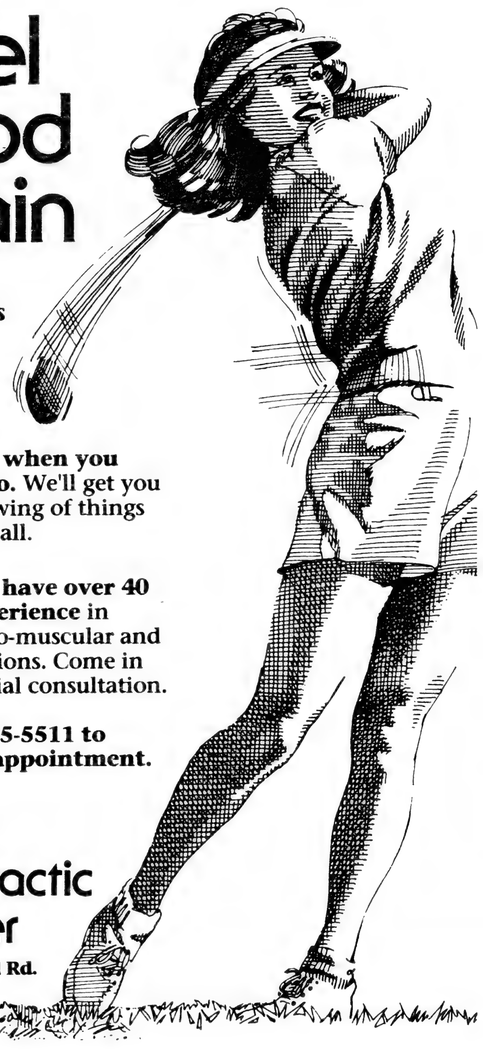
You don't pay if you can't sell it here.

Call us today!

Eden Post

CLASSIFIEDS

Feel Good Again



Those aches and pains can hold you back.

Don't suffer when you don't have to. We'll get you back in the swing of things in no time at all.

Our doctors have over 40 years of experience in treating neuro-muscular and spinal conditions. Come in for a free initial consultation.

Call us at 555-5511 to make your appointment.

Heer Chiropractic Center
234 E. Oakwood Rd.

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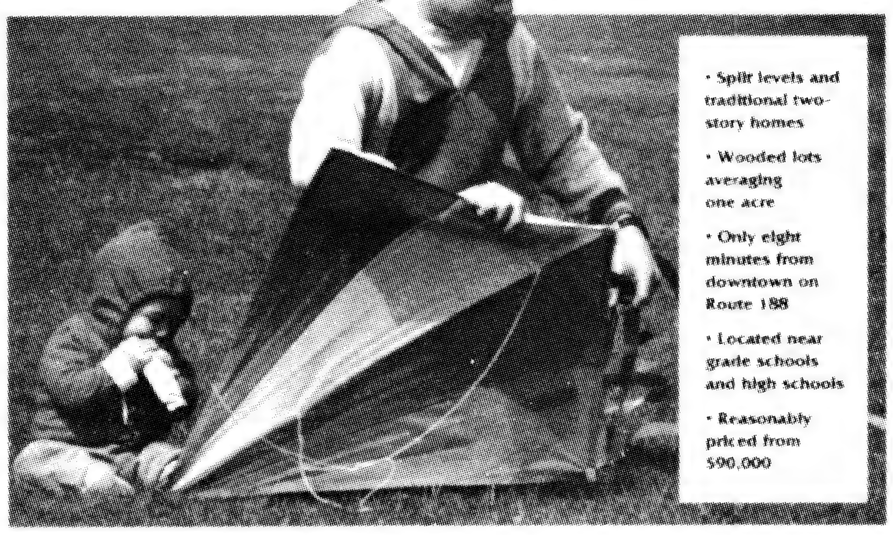
Let us do the cooking
this Easter so you can relax
and enjoy the day.

225 N. Madison Ave. • Ph. 555-4323 *VonBehren's*

Ideal living conditions for growing families

There is no better place to raise your family than here.
Take a look and see if one of these homes is perfect for your family. Contact Barry Pickens for a showing at 555-9895.

Brenton Wood Estates



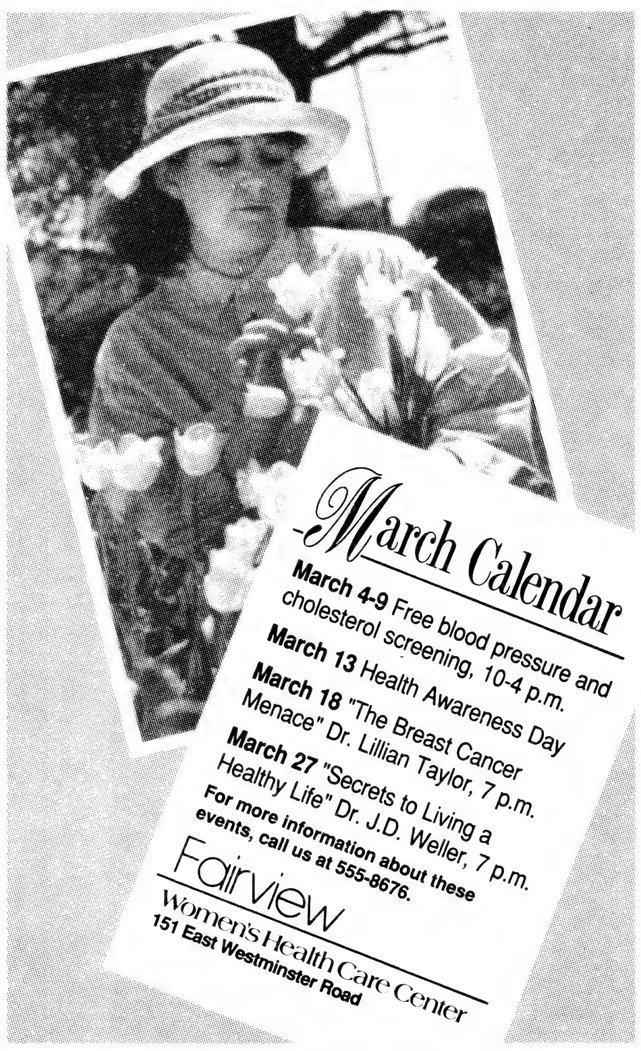
- Split levels and traditional two-story homes
- Wooded lots averaging one acre
- Only eight minutes from downtown on Route 188
- Located near grade schools and high schools
- Reasonably priced from $90,000

New Spring Arrivals

Stop in today and see the new Question? spring fashions.
Exciting looks for spring and summer! You'll be the life of the party in these great looking clothes!

CORSELL'S
Lakeside Plaza • Open 9 to 6 Mon.-Sat.

Flowers Dec. '86 Clipper



March Calendar

March 4-9 Free blood pressure and cholesterol screening, 10-4 p.m.
March 13 Health Awareness Day
March 18 "The Breast Cancer Menace" Dr. Lillian Taylor, 7 p.m.
March 27 "Secrets to Living a Healthy Life" Dr. J.D. Weller, 7 p.m.
For more information about these events, call us at 555-8676.

Fairview Women's Health Care Center
151 East Westminster Road

Easter Sunrise Service

Celebrate the Risen Lord on Easter Sunday

The Reverend Jefferson Holt will lead the service at 7 a.m. on March 31.

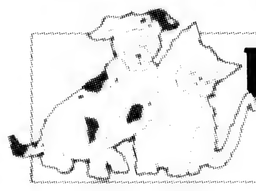
CHURCH OF CHRIST
1019 E. Western Avenue

Pets are people too

And pets need good homes just like people.

Help us find homes for these wonderful pets. We need to find families that will give them love and affection.

Contact our Adopt-a-Pet Program today at 555-4311



Vanderpool
Animal Shelter
342 E. Libby St. next to the Mason Building

Dog and cat April '87 PMS

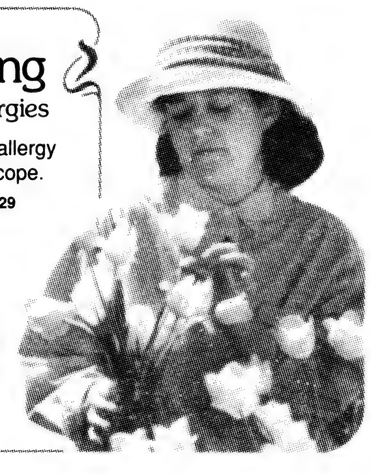
Enjoy Spring

even if you have allergies

Save during March on allergy medicines to help you cope.

Allerhalt Decongestant....$3.29
Foma Pain Reliever....$4.59
Conhistamine Tabs....$2.79
UltraNasal Spray.....$3.49

Westside Pharmacy
1133 S. Isabell Road
Open 9 to 9 daily



A thing of beauty is a joy forever -Keats

Capture a bit of spring for your home or office.
We have a wide selection of spring theme watercolor and oil paintings by local artists. A wonderful gift idea.

THE MANHATTAN ART GUILD
1043 North Fleming Avenue • Phone 555-8754

Is there a doctor in your house?

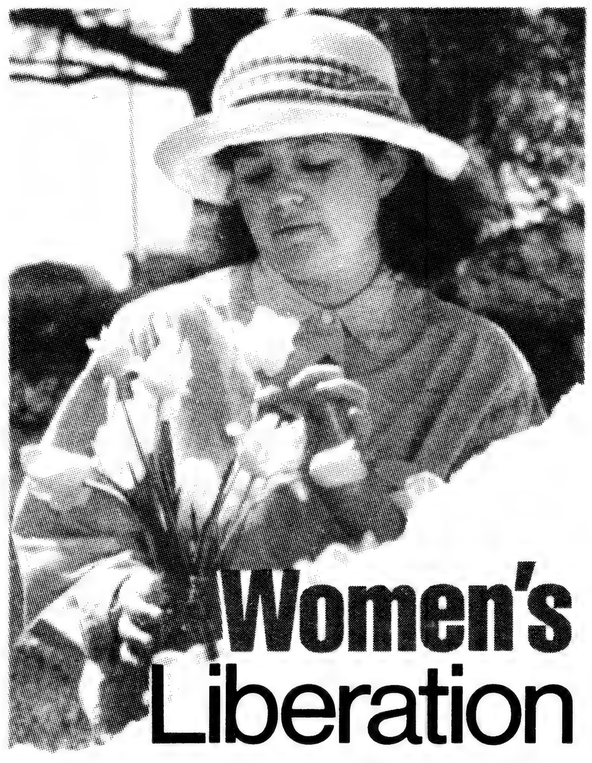
Look to the future for your children. Put a little money away for tomorrow

A little money goes a long way in our college fund accounts. We offer an excellent interest rate on our college accounts that will allow your nest egg to grow over the years. And college fund accounts are tax-free.

So start one today. One of our officers will sit down with you and explain the details and requirements for a college account. Because we know medical school isn't cheap.

- **351 W. Stinson Avenue**
- **Mellen Savings Building**

MORRIS BANK
Member DIFO and FLUI



Women's Liberation

Free yourself from the burden of housecleaning. Let us clean matters up for you professionally.

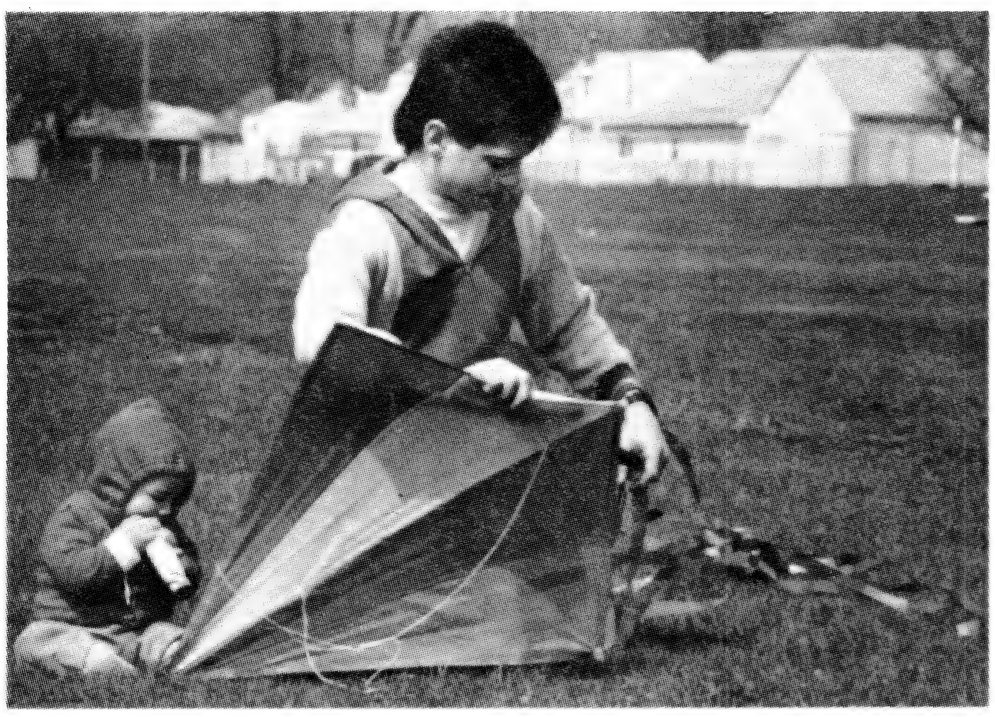
We take care of every detail, from dusting the doorways to shampooing the shag. And we do the laundry and ironing, of course. So whether you need cleaning every week or after a party, we're your ticket to a clean home. Call us today at **555-3856**

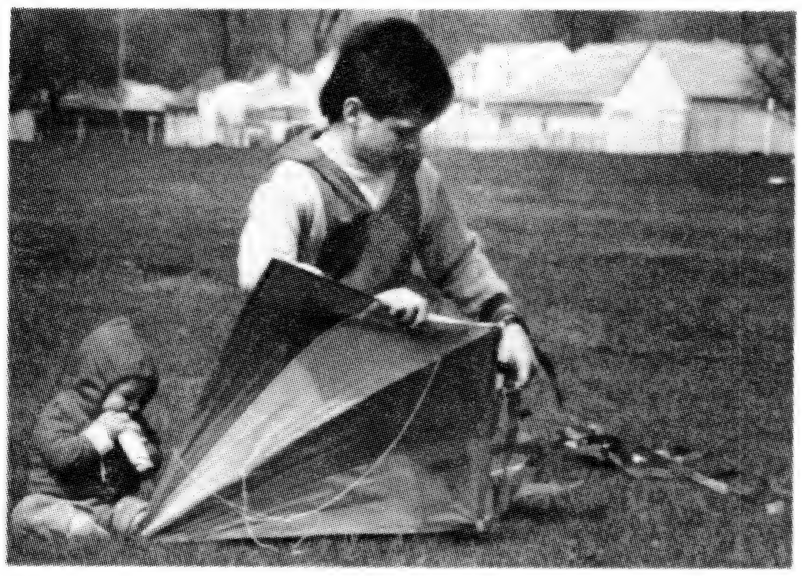
A-1 MAID SERVICE

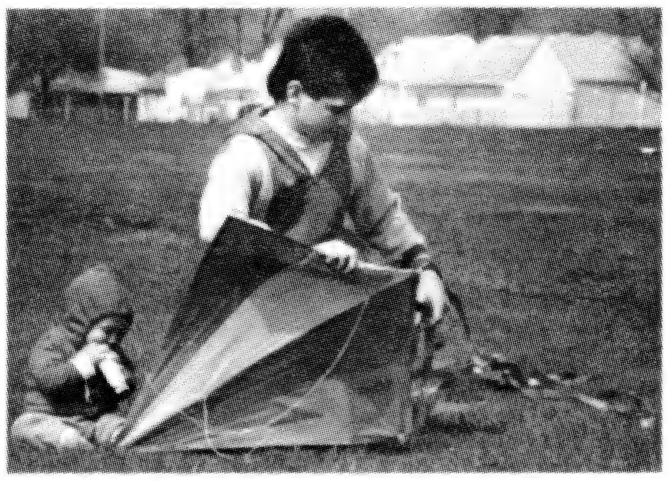
Get ready for Spring

Morton Park District

Send your spring soaring! Enroll in one of our spring programs and you'll see that the sky is the limit. Spring catalogs now available at the Park District Office or call **555-3532** to have one mailed to you.

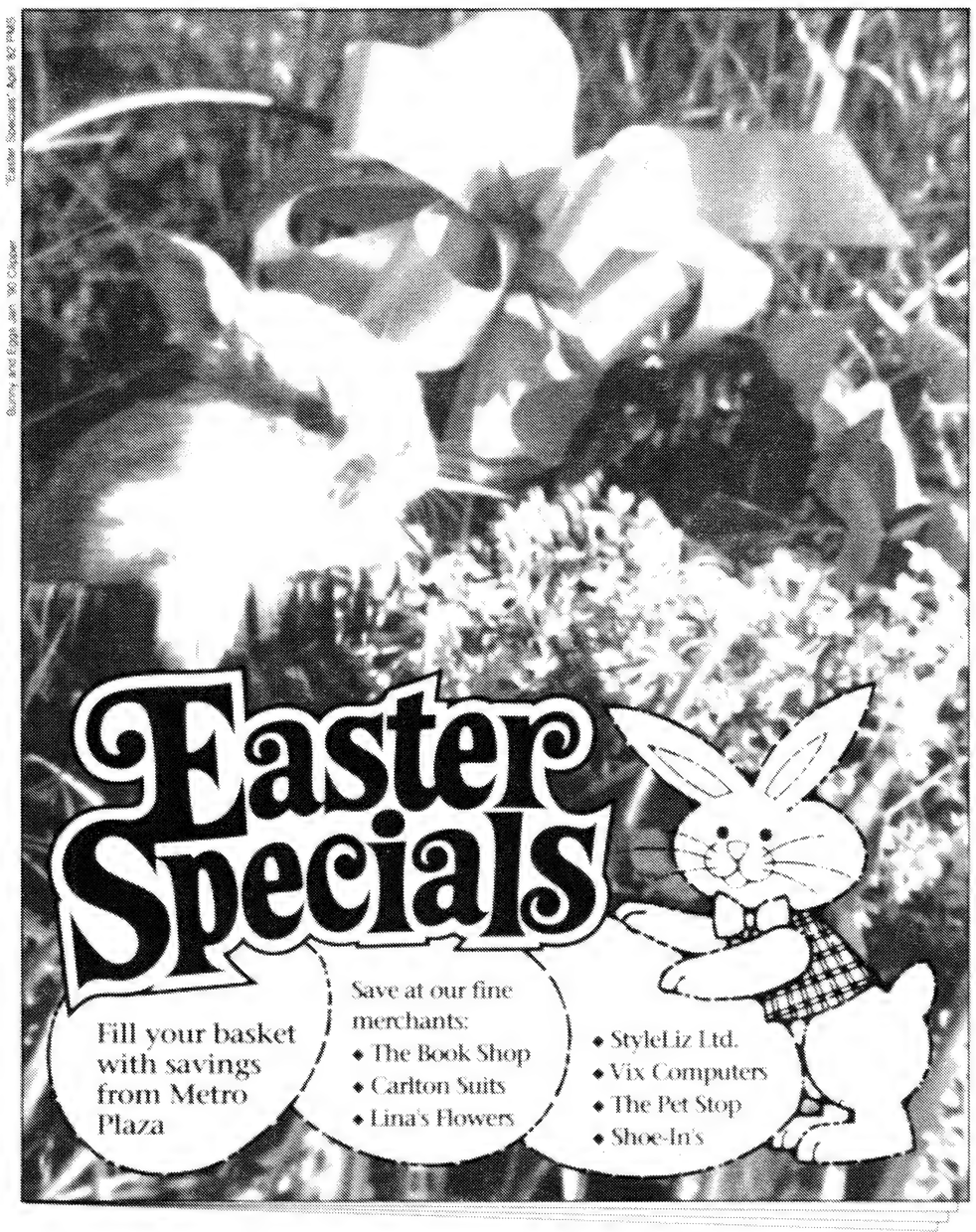






THIS ART IS
PRE-SCREENED. SIMPLY
SHOOT AS LINE ART.

Bunny and Eggs clip '90 Clipper "Easter Specials" April '92 PMS



You *Can* Do It!

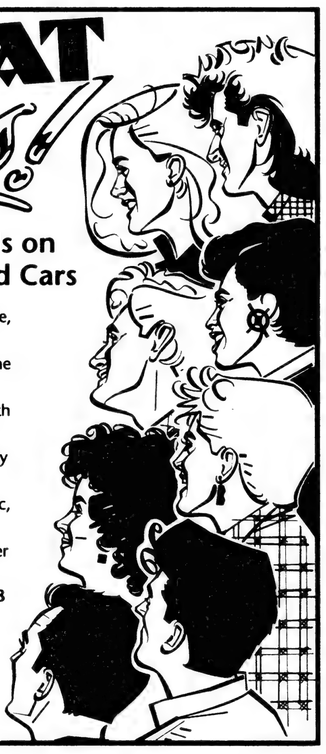
See a new, slimmer you just in time for summer

You can do it with a little help from the weight loss professionals. We'll provide you with a sensible diet and exercise program, regular meetings, and one on one weight counseling. Call today!

Mary Craine
Weight Loss Clinic
In Linden Plaza • Phone 555-7731

Headline May '88 PMS

LOOK AT THESE



Great Deals on Quality Used Cars

'87 Eurostar 759 Coupe Dark blue, all power equipment, **$7,495**

'88 Regatta Brougham 4 door, one owner, low mileage, **$8,799**

'86 Navastar Bubble Van Black with red accents, **$7,559**

'86 Vivage Inferno XLC 2 door, fully loaded, T-tops, silver, **$7,423**

'84 Zeppelin Aviator Red metallic, low miles, 5 speed, **$5,590**

'85 Finzani Montego SC One owner blue metallic, **$6,000**

On Car Dealer's Row • Open 10 to 8

John Pierce Motors

"Pardon Our Dust" April '86 PMS

We're Remodelling At *Kierston's*

Our big mess means big savings for you in every department. Make your way through the construction & you'll find super values!
25% OFF ALL
Sweats and active wear for men, boys, and juniors
30% OFF ALL
Women's shoes, handbags, and accessories
Special store hours:
Mon.–Fri., 10 to 7
Sat. & Sun., 1 to 5
501 Greenbriar
Ph: 555-9332

PARDON OUR DUST

Clean Up In The Classifieds

Make a tidy profit. Dust it off and turn your clutter into cash.

Sell in the Classifieds. It's money in the bank.

Call us today
555-9711

BRIDGETON POST

Fall In Love In The Classifieds

Romance. Intrigue. Secret admirers. Everything goes in the Personals.

Get into the action. Say it in a personal.

Call us today
555-9711

BRIDGETON POST

Pot O'Gold SALE DAYS

It's time for the savin' o' the green! Home electronics are priced to move!

Sonny remote CD Player	$139.99	Zen arcade Game	$98.99
Dlo Tech VHS Stereo VCR	$235.99	Camp cordless Telephone	$79.99
AudioMax dual Tape Deck	$168.99	Kensonic 13 inch Television	$144.99
Clamor bookshelf Speakers	$244.99	Ventron portable Tape Player	$109.99
AudioMax 100 watt Amplifier	$309.99	Yoko VHS Camcorder	$619.99

Supravision 26 inch

Easter Special

Treat Yourself To A Checkup & Cleaning

Look your very best for Easter with a healthy smile. A regular checkup and cleaning is only $35.00. Make an appointment today!

Carter Dental Clinic
Ph. 555-2289
133 Mason St.

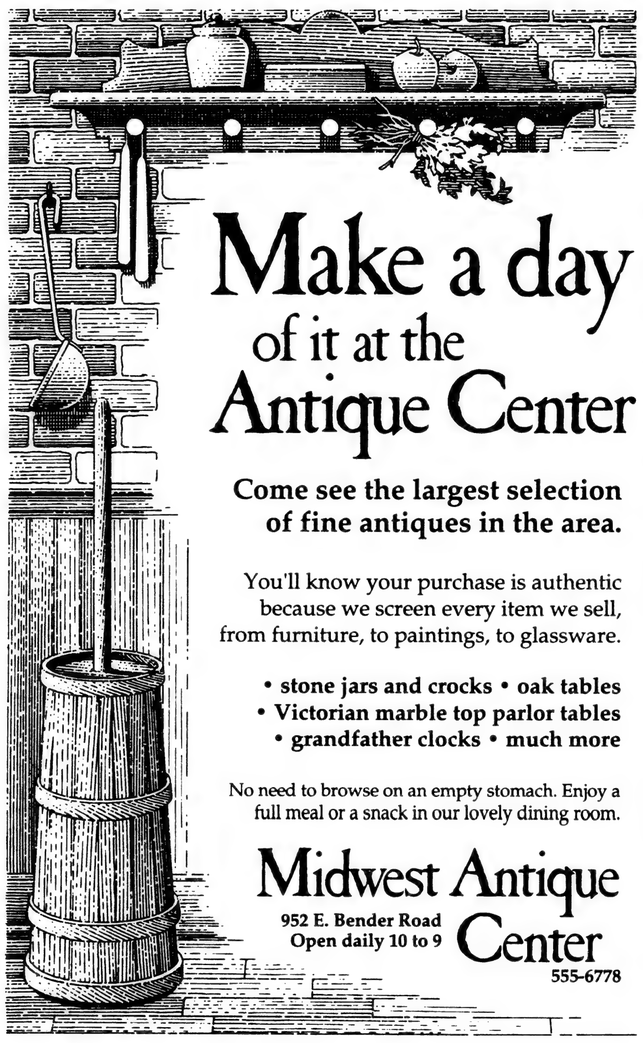
Spruce Up For Spring

Increase the value of your home without decreasing the value of your wallet.

Glossy Latex Paint One gallon only	$8.95
Birch Paneling 4'X8' square, each	$7.47
Tiffany Lamps Starting at just	$39.95
Track Lighting 4 foot kits	$28.95
Brass Ceiling Fans Easy to install, with lights	$49.95
Cloth Mini-Blinds Fun and functional	$12.95

Sheldon-Wilkins Co.
DECORATING CENTERS
Open 10 to 8 daily, 12 to 5 Sun.
In Green Orchards Plaza
Phone: 555-4389

Headline April '83 PMS



Make a day of it at the Antique Center

Come see the largest selection of fine antiques in the area.

You'll know your purchase is authentic because we screen every item we sell, from furniture, to paintings, to glassware.

- **stone jars and crocks • oak tables**
- **Victorian marble top parlor tables**
- **grandfather clocks • much more**

No need to browse on an empty stomach. Enjoy a full meal or a snack in our lovely dining room.

Midwest Antique Center
952 E. Bender Road
Open daily 10 to 9
555-6778

EASTER VALUES

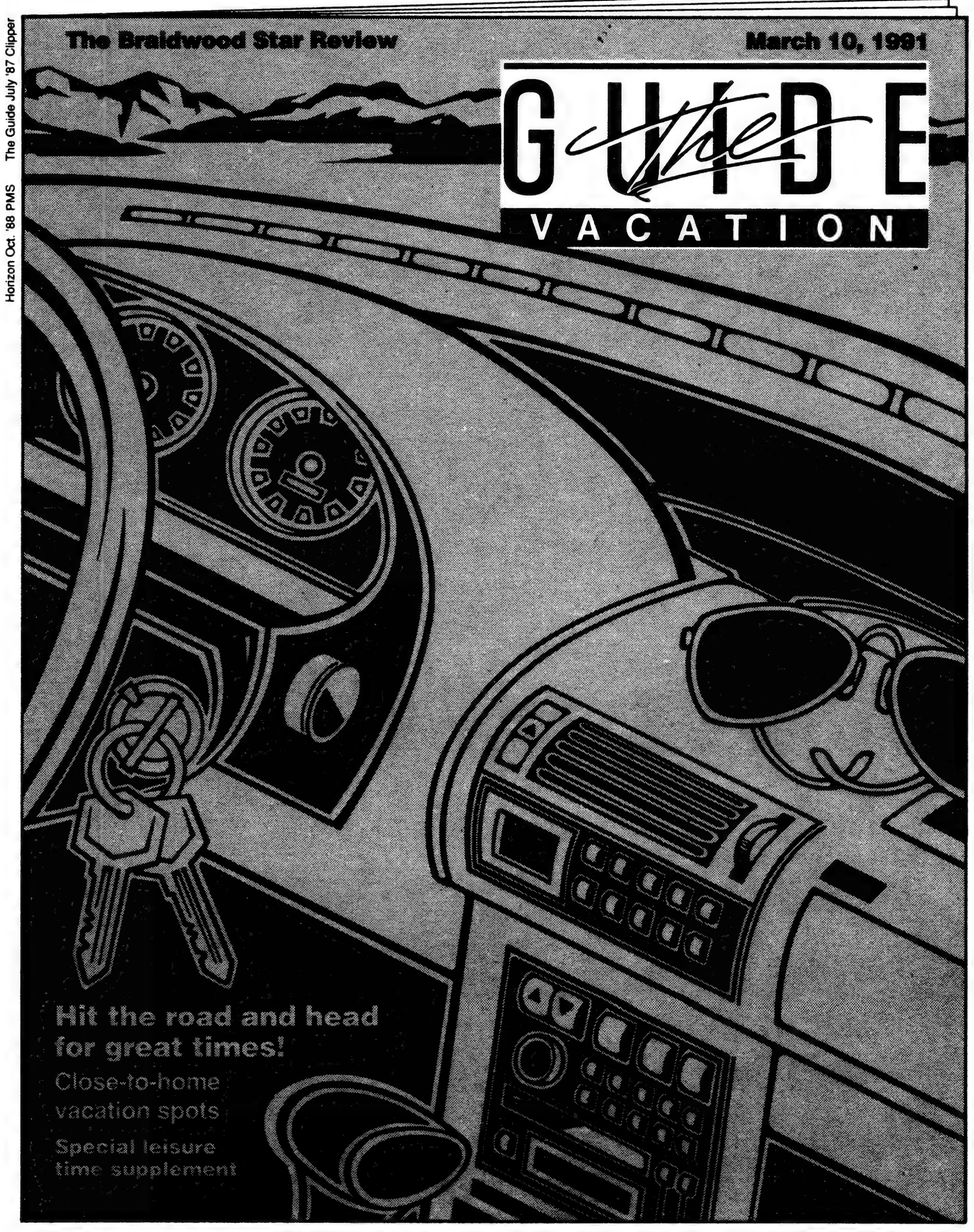
40% Off Bendel Candies
Good on regular size bags

Johansson's
Colored Easter Grass
$1.95

Montana Girelli Spray Gel	$2.47
Crystal Clear Glass Cleaner	$1.45
Glowing Health Muti-vitamins	$3.47
Colored Nylon Auto Cover	$28.99
6 Pair Boys Crew Socks	$4.97
2 Pack Polaroid Color Film	$15.77
Luxo Dishwasher Detergent	$2.55

EASTOWN VARIETY
122 E. Marsden St.
Open 10 to 9

The Guide July '87 Clipper
Horizon Oct. '88 PMS



COLOR PLATE

BLACK PLATE

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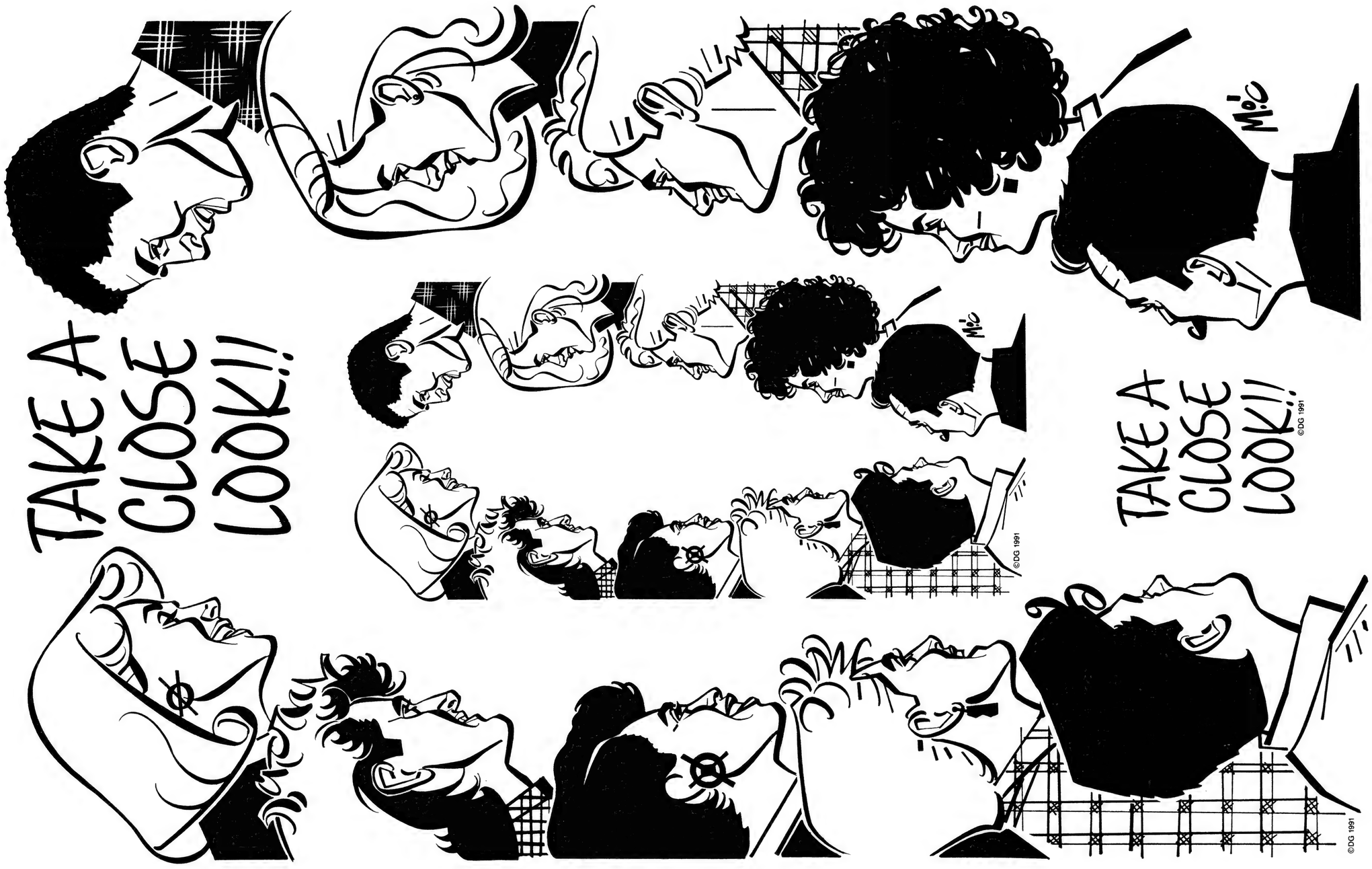
TAKE A CLOSE LOOK!!
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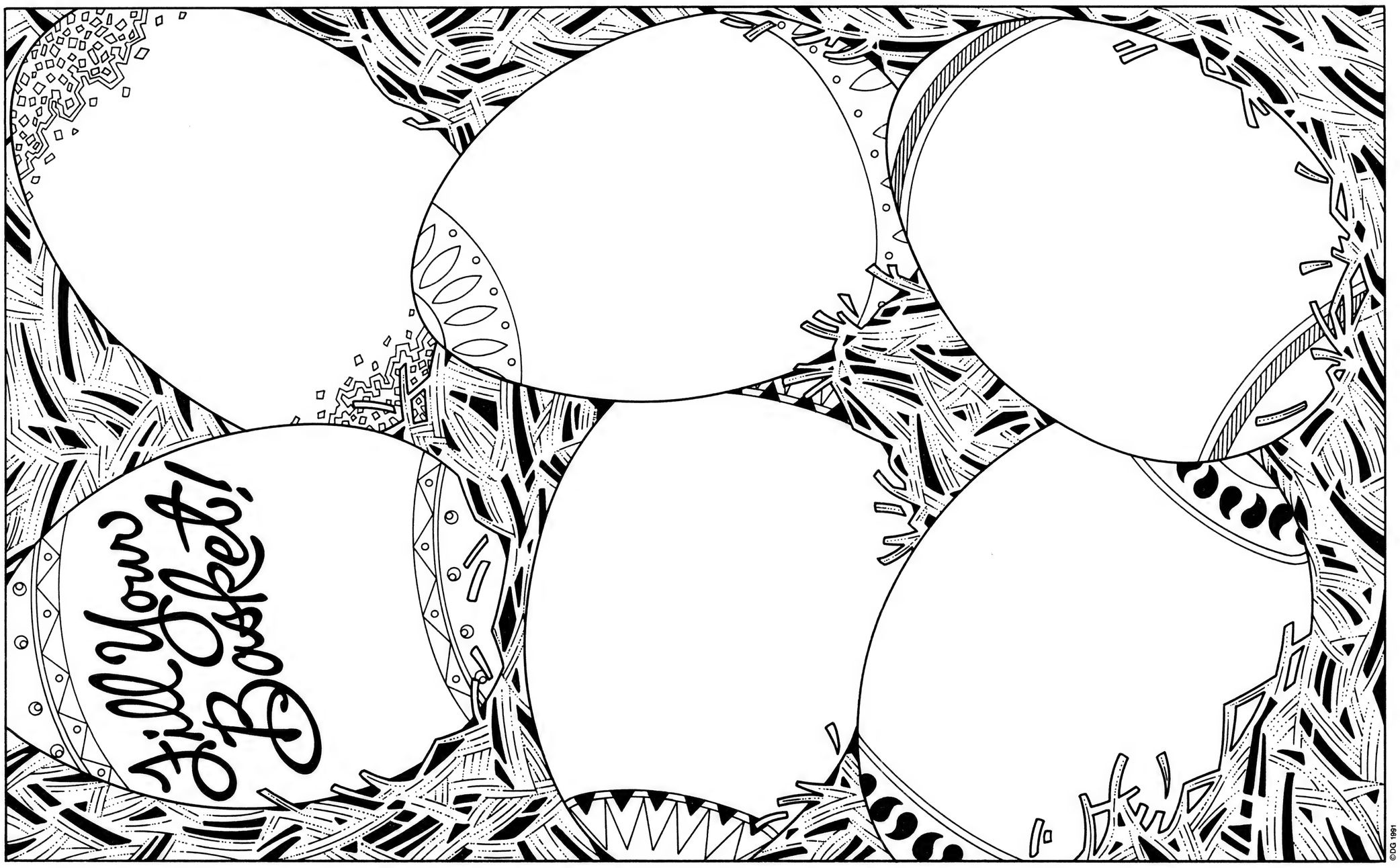
Kick up your heels this St. Pat's Day
©DG 1991

The Comforts of Home
©DG 1991

Happy Easter
©DG 1991

Springtime is planting time
©DG 1991


Fill Your Basket!
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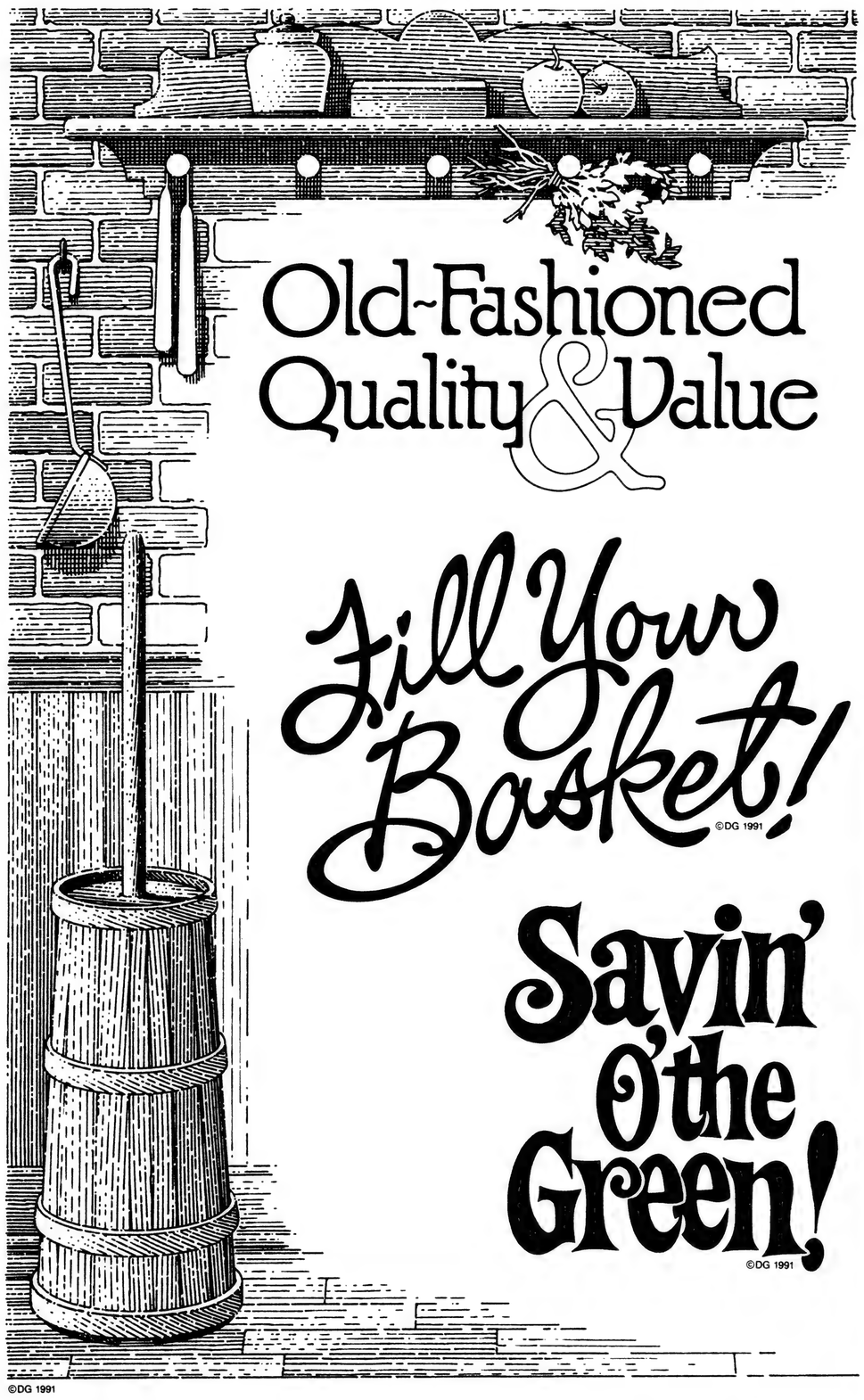
Old-Fashioned
Quality & Value
Fill Your Basket!
©DG 1991
Savin' O'the Green!
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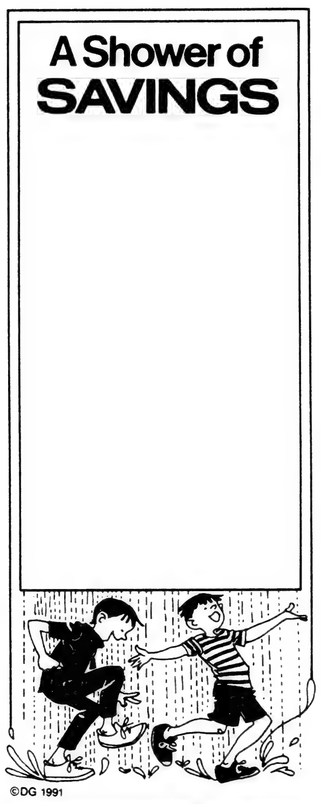
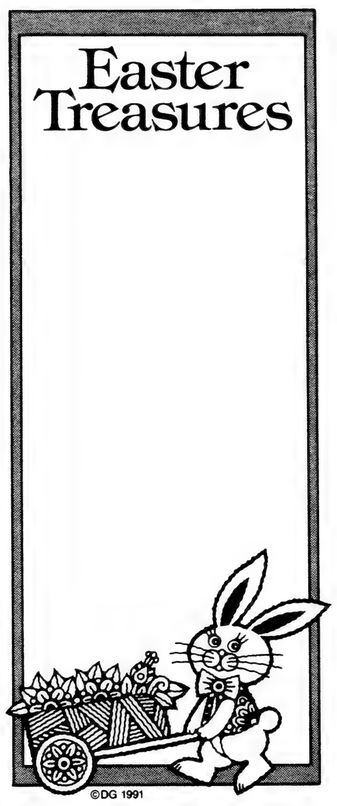
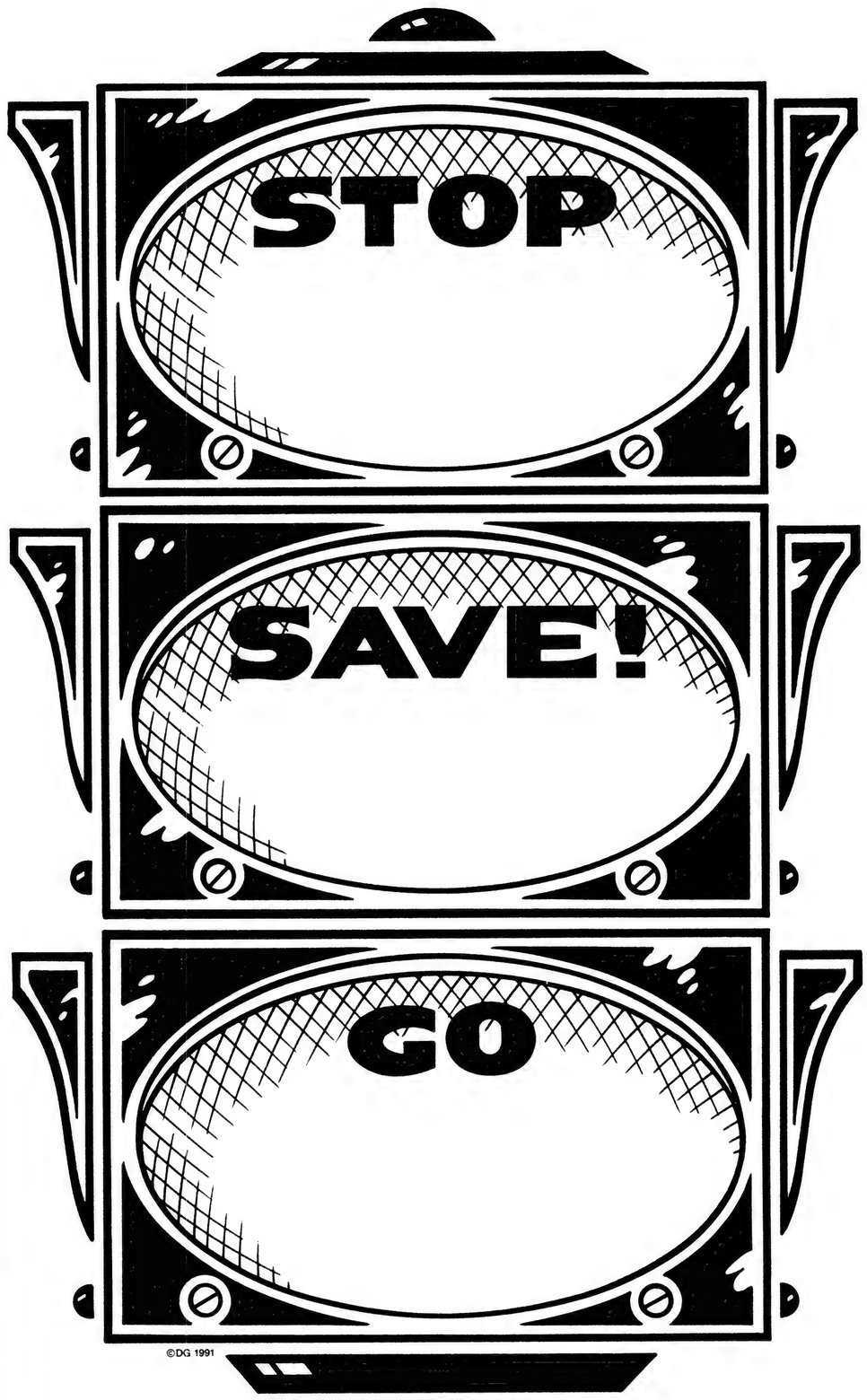

A Shower of
SAVINGS
©DG 1991


Easter
Treasures
©DG 1991

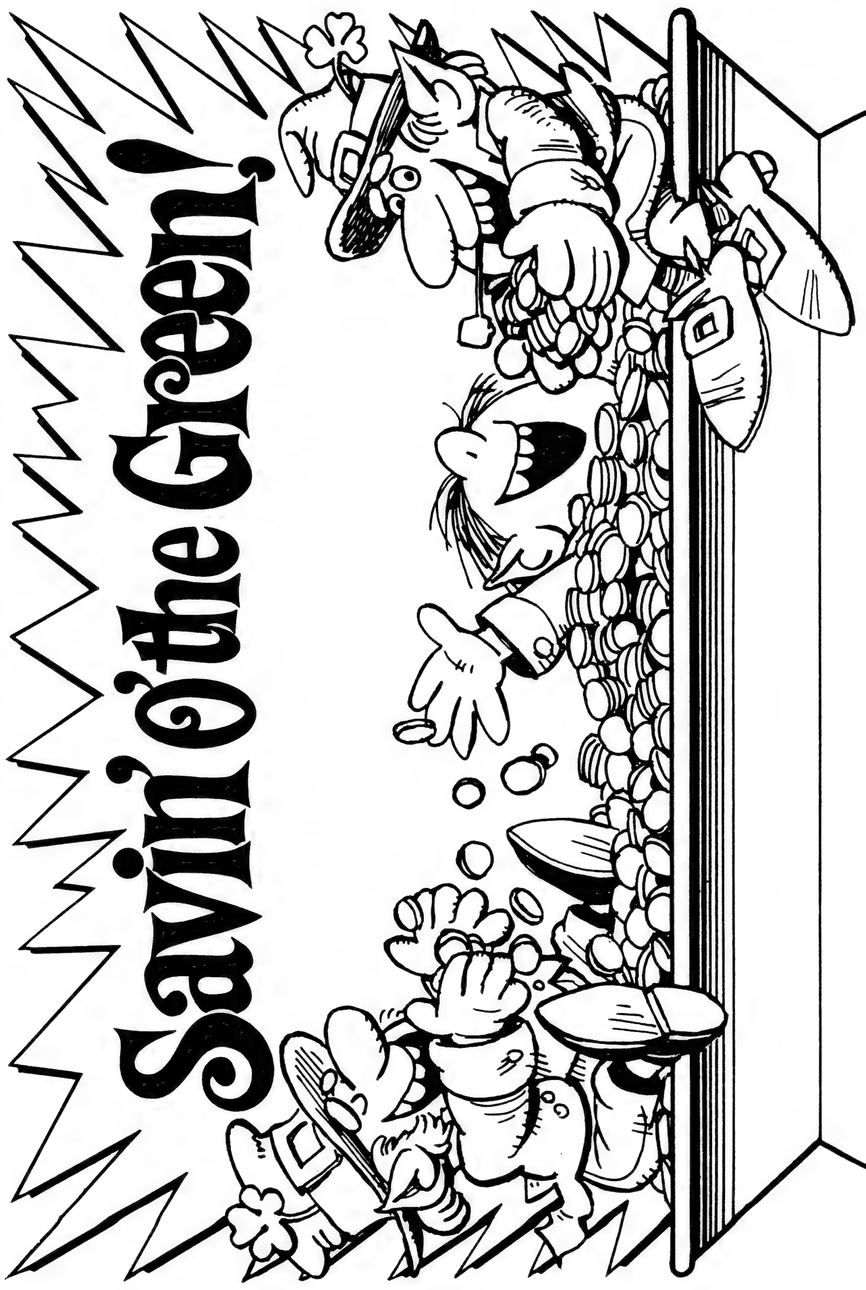

STOP
SAVE!
GO
©DG 1991

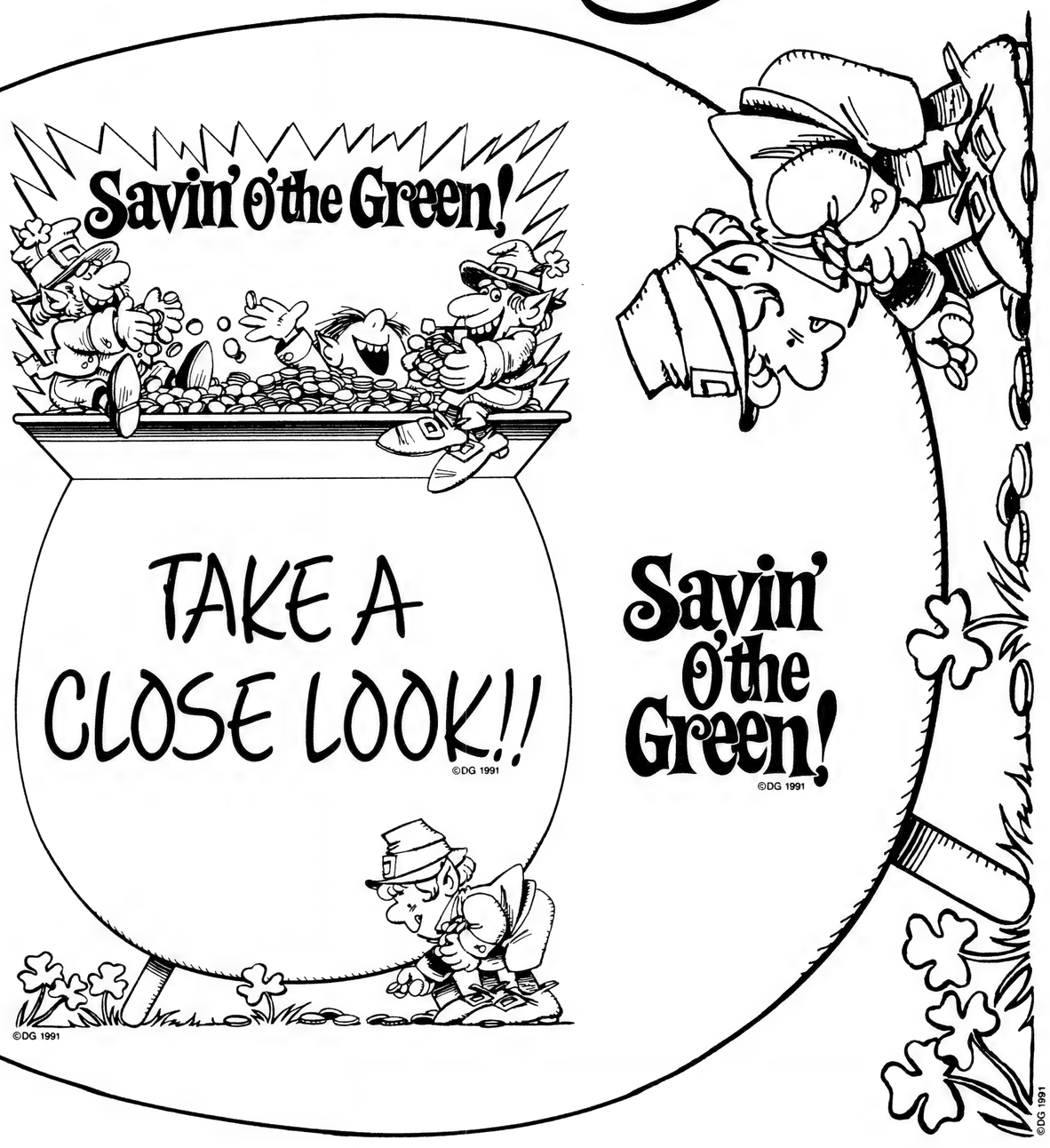
TAKE A
CLOSE LOOK!!
©DG 1991

SALE
©DG 1991

Savin' O'the Green!
©DG 1991

Spring!
©DG 1991


Savin' O'the Green!


Savin' O'the Green!
TAKE A
CLOSE LOOK!!
©DG 1991
Savin' O'the Green!
©DG 1991
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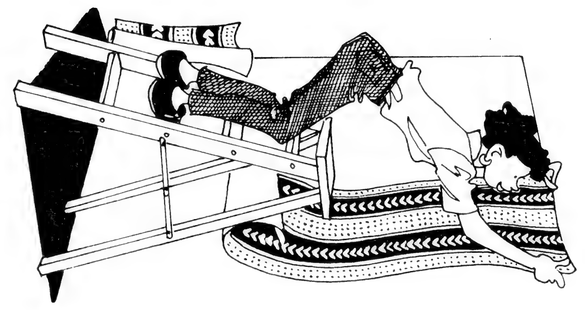

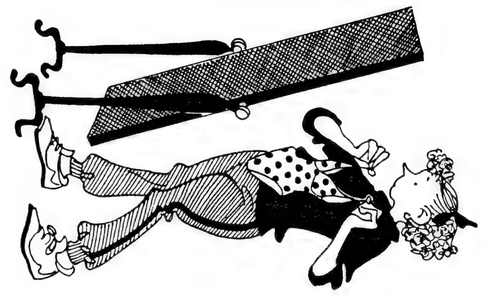

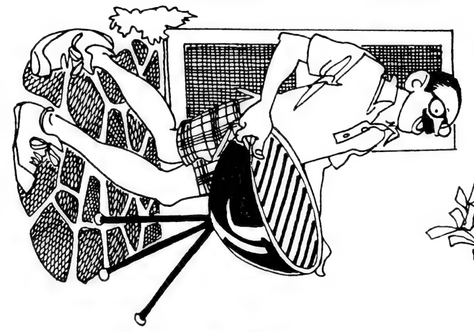

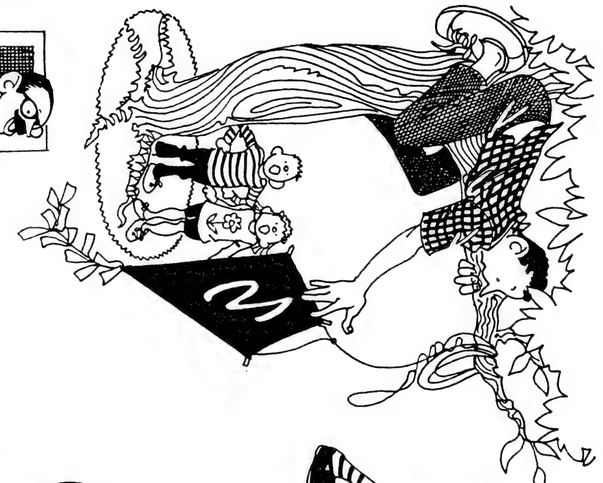

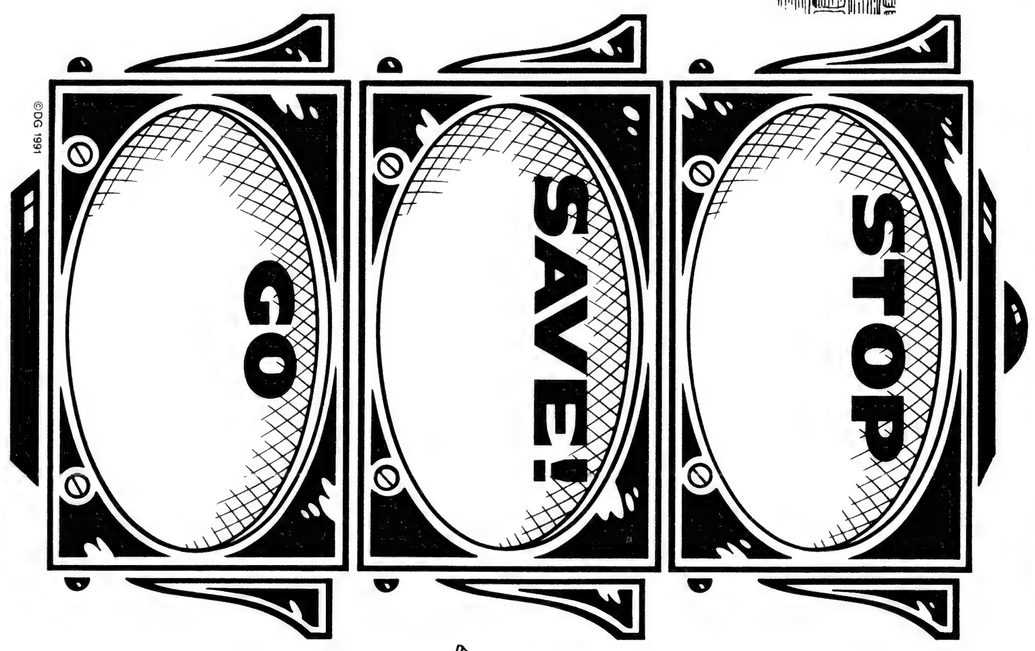

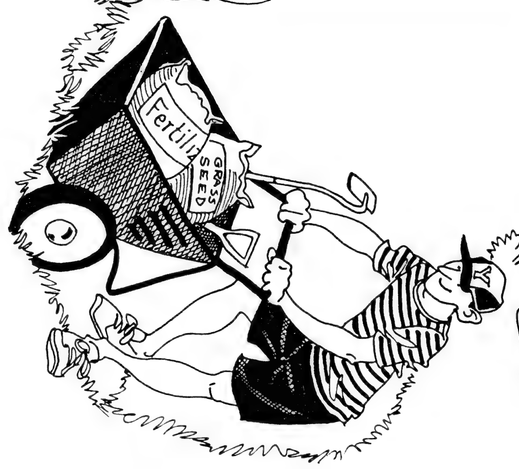

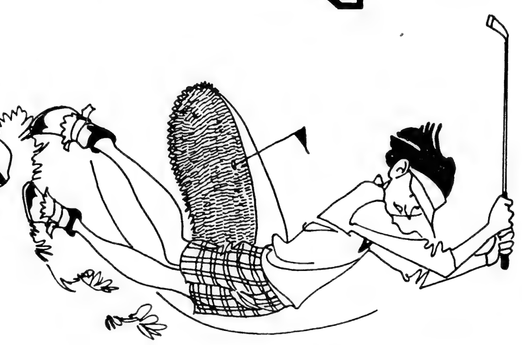

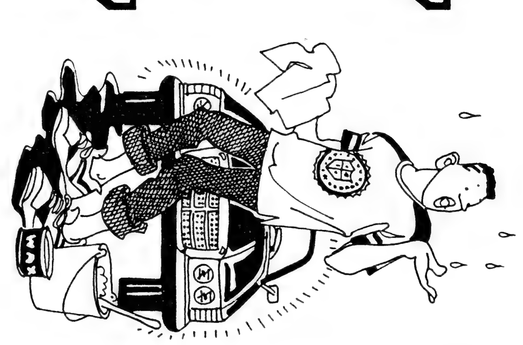

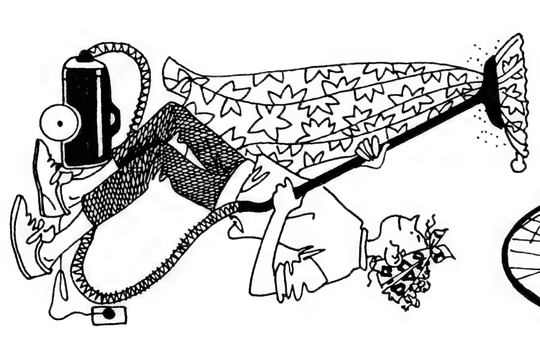

Spring! SALE ©DG 1991

SAVE! ©DG 1991

DRIVE-TIME

CAR CARE GUIDE ©DG 1991

Spring! SALE ©DG 1991

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Come
&
Worship
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EASTER
©DG 1991
Sunrise Services
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REJOICE
IN THE
LORD
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Alleluia
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Faster
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I am the
Life
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HE IS RISEN
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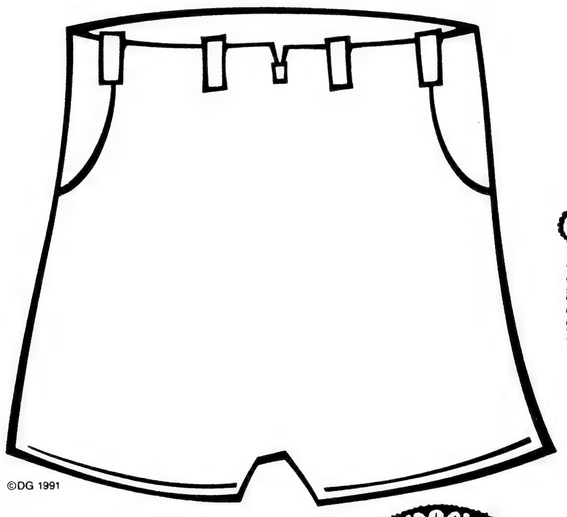
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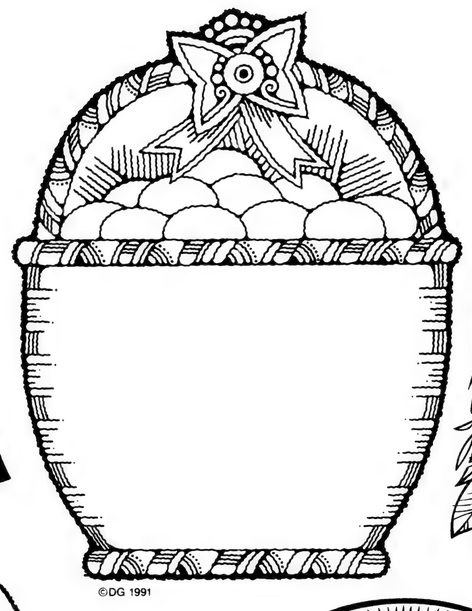
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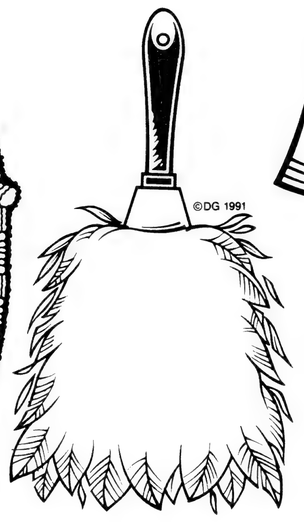
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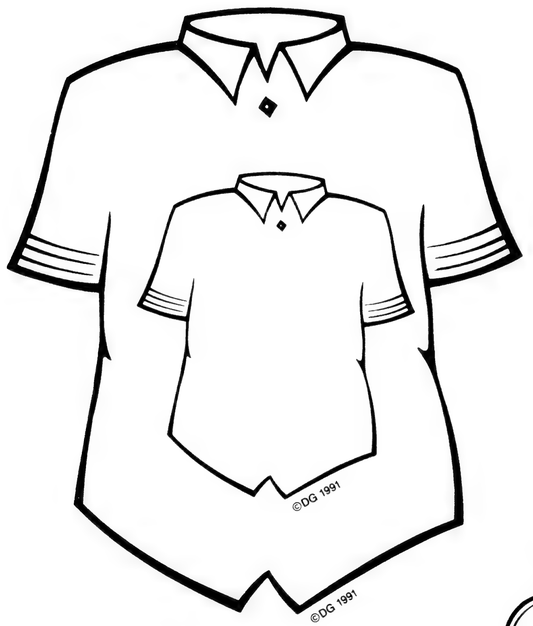
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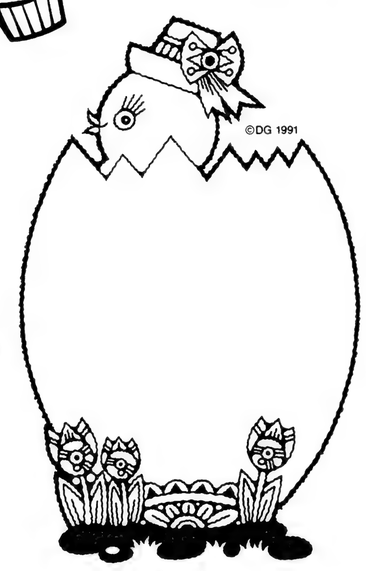
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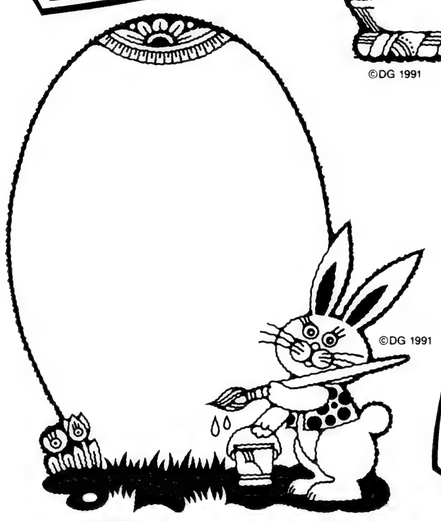
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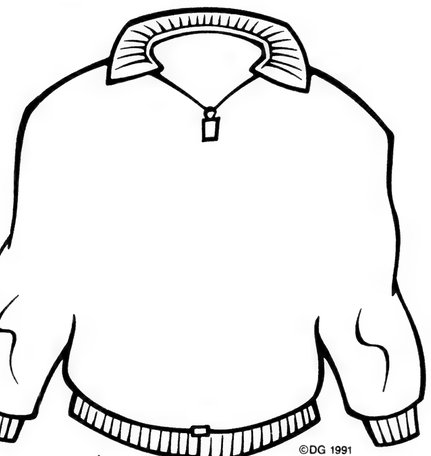
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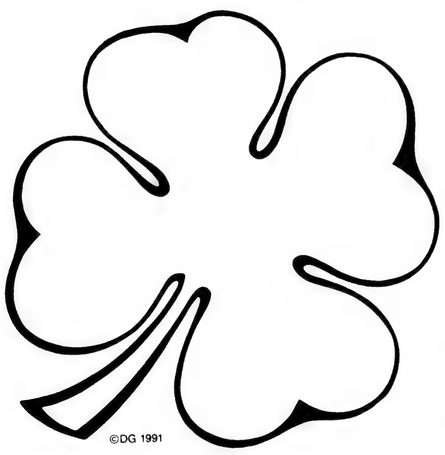
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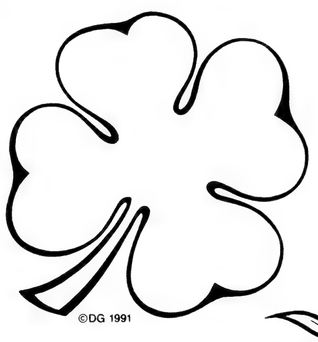
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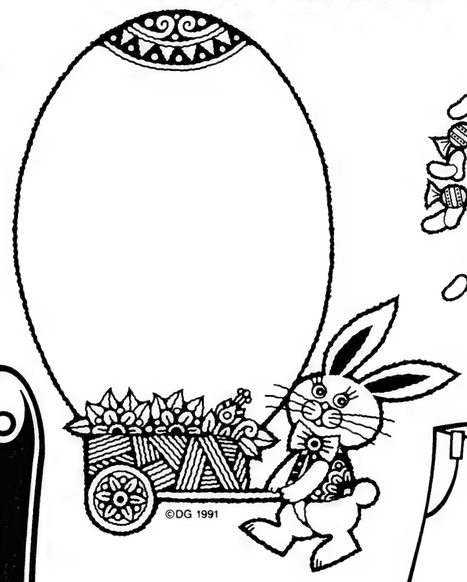
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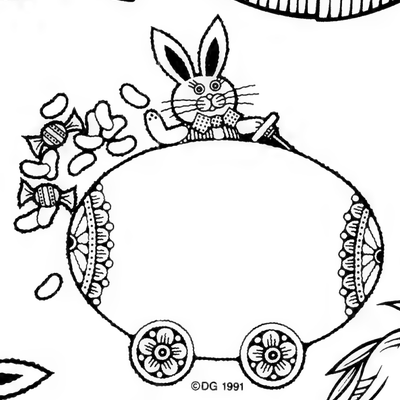
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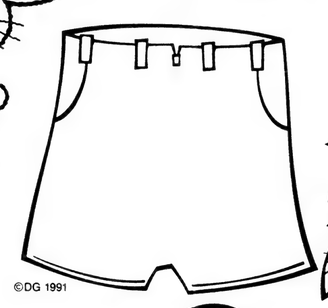
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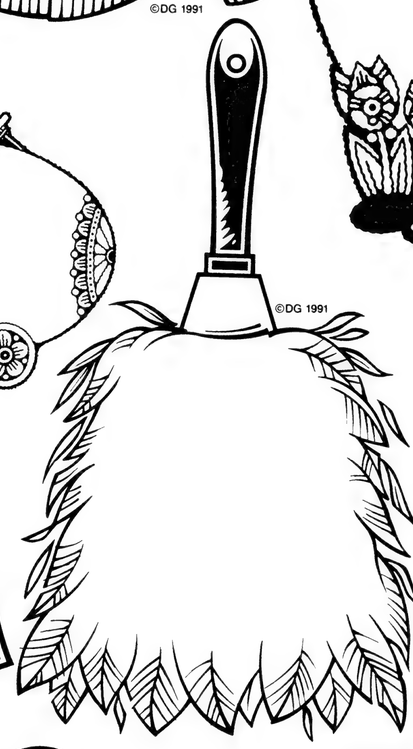
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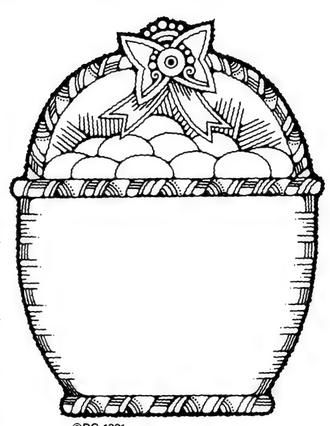
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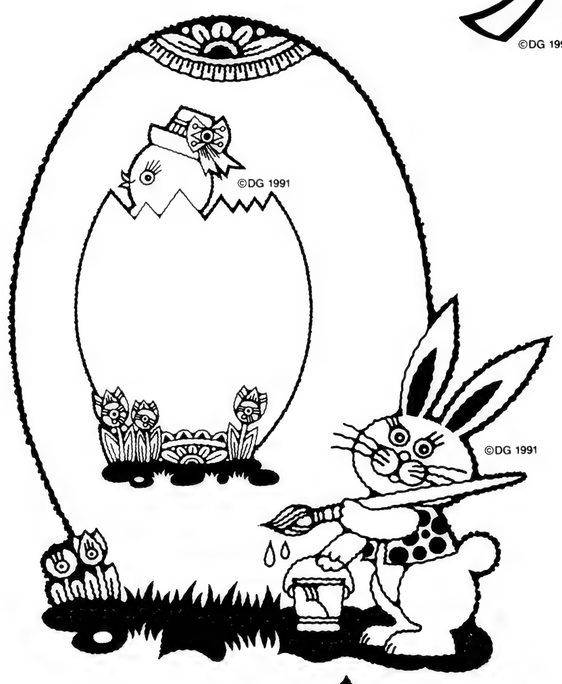
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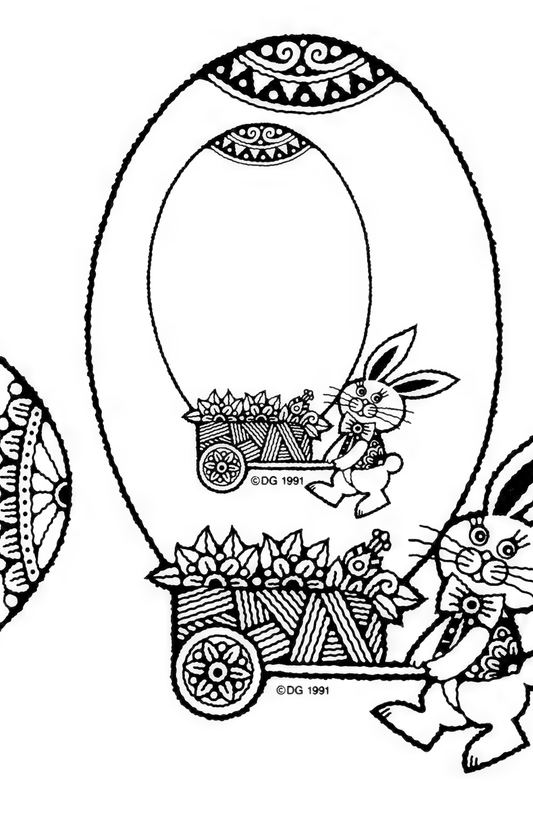
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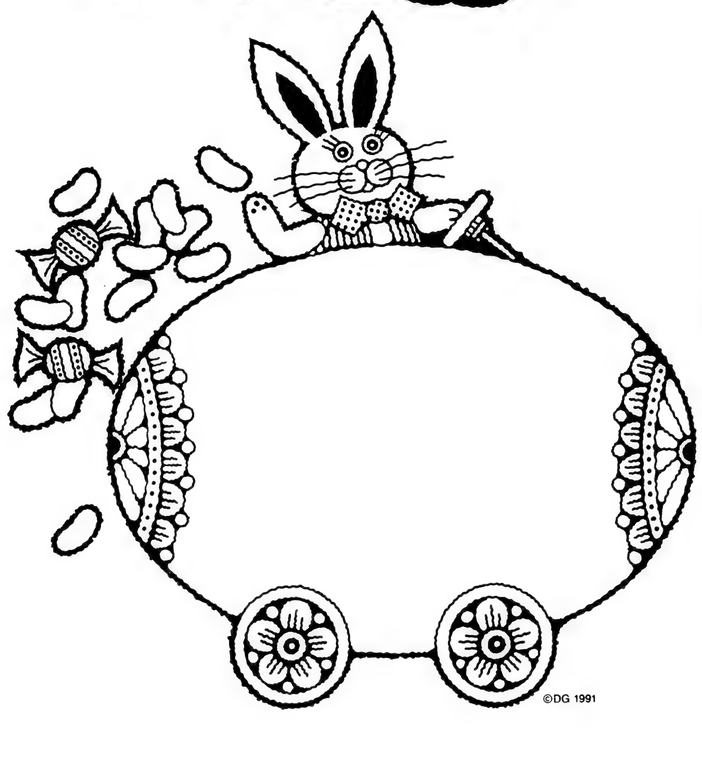
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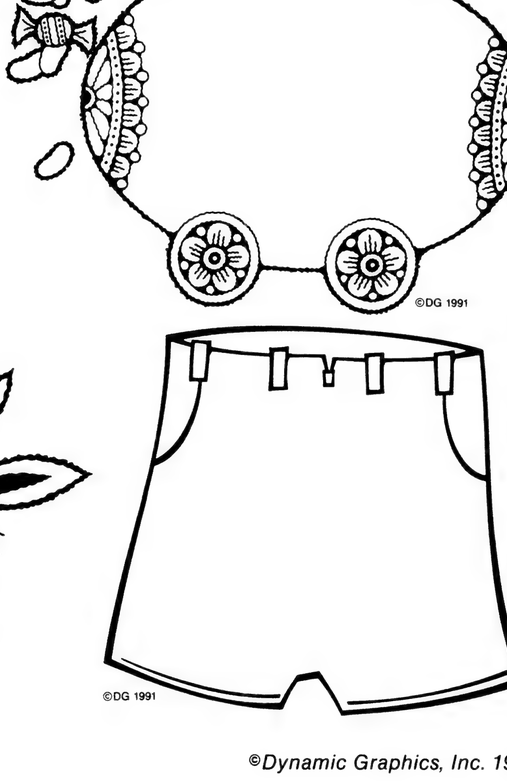
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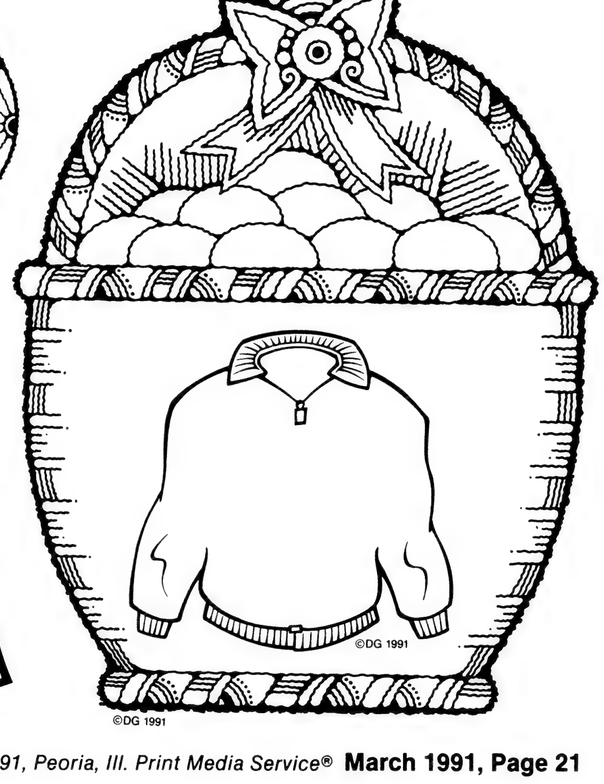
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ATTENTION SPORTS FANS ©DG 1991

Easter Magic ©DG 1991

EYE ON SPORTS ©DG 1991

$ X $ = $ ©DG 1991

MULTIPLY YOUR SAVINGS

Happy Easter ©DG 1991

Happy Easter ©DG 1991

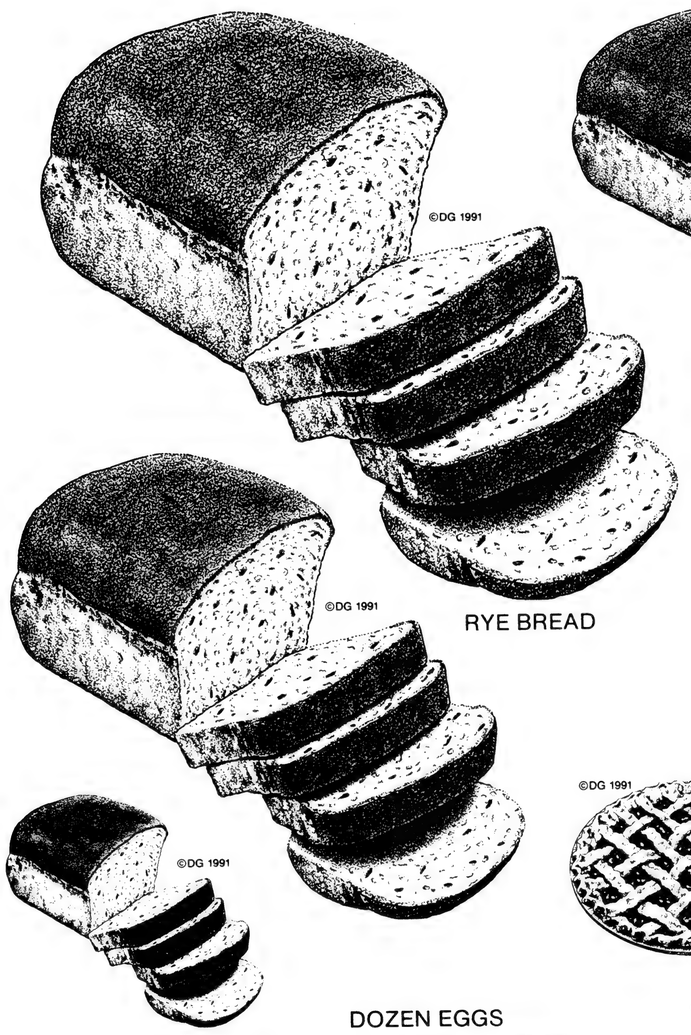
Happy Easter ©DG 1991

$ X $ = $ ©DG 1991

MULTIPLY YOUR SAVINGS

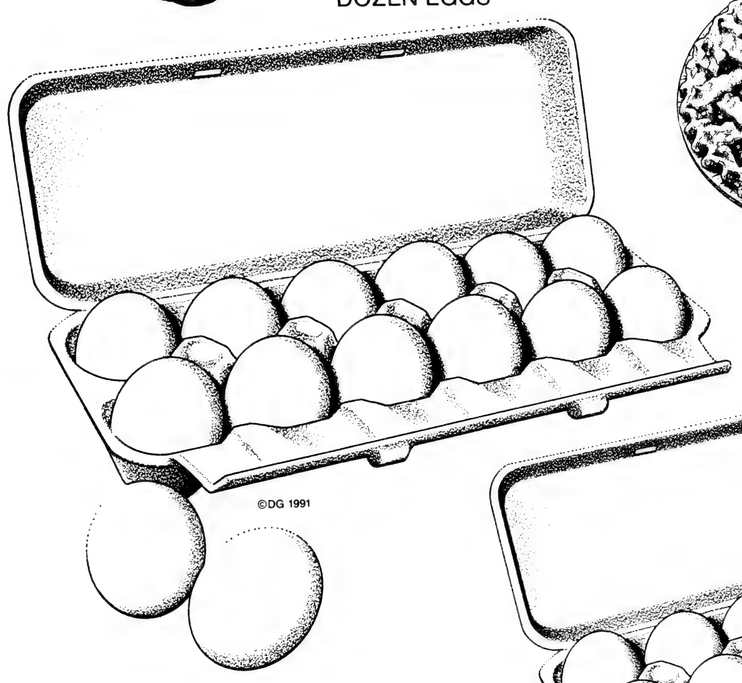
ATTENTION SPORTS FANS ©DG 1991

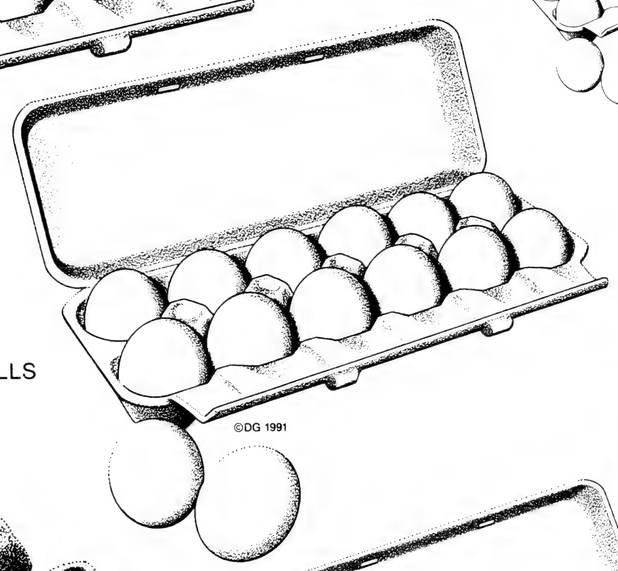
UNDER CONSTRUCTION ©DG 1991



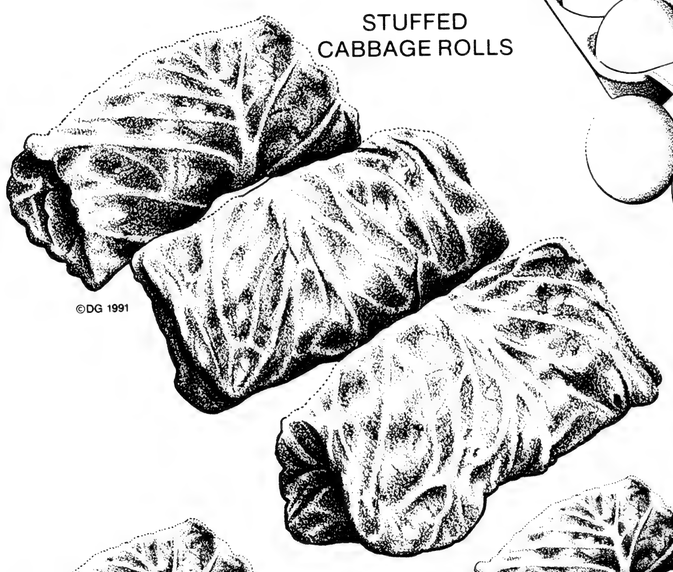
RYE BREAD

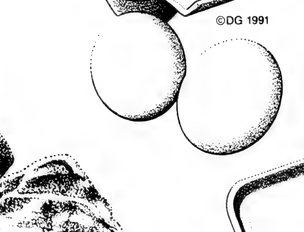
DOZEN EGGS

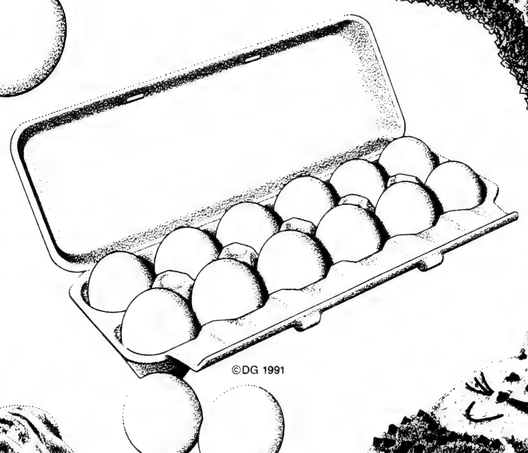




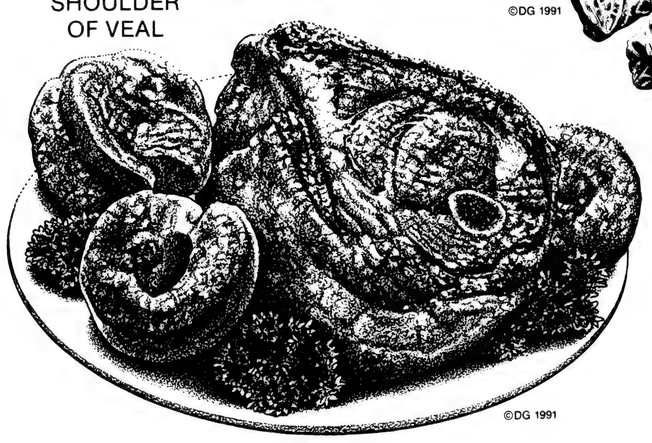
STUFFED
CABBAGE ROLLS

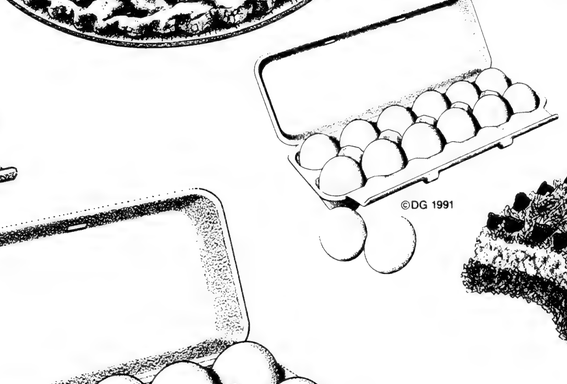




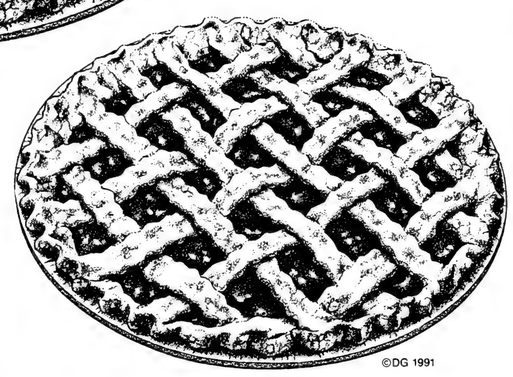


SHOULDER
OF VEAL





FROZEN
FRUIT PIE

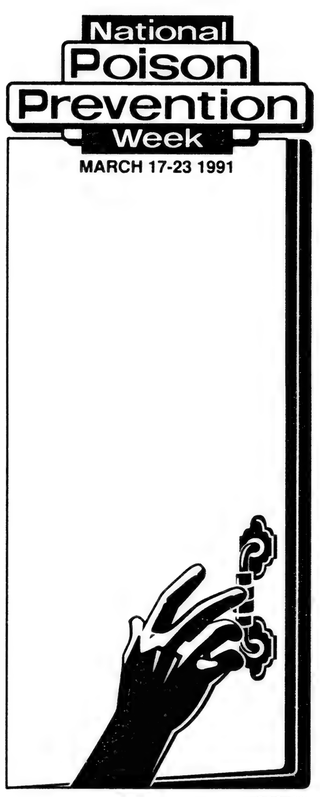


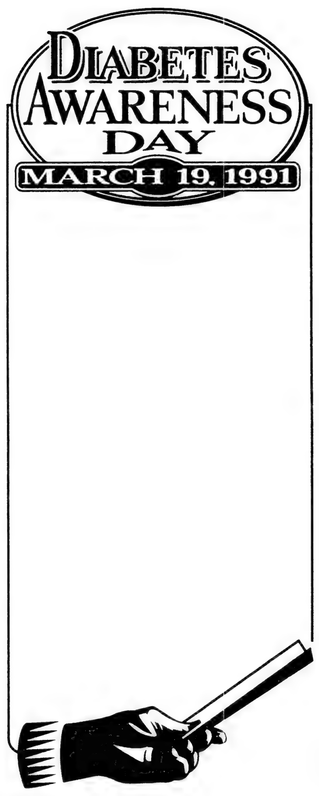
PROMOTIONAL TIE-INS

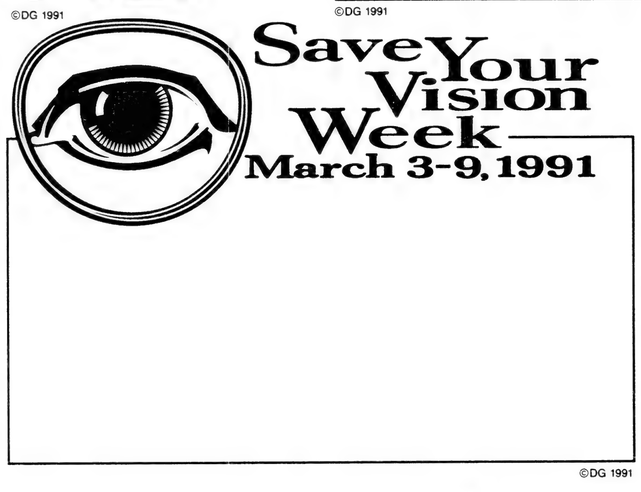
Specially provided to help increase linage, ***PMS*** offers assorted tie-in themes. Special days, events, festivals, and seasonal motifs infuse advertising with the immediacy, novelty, and graphic punch that get attention in any environment.

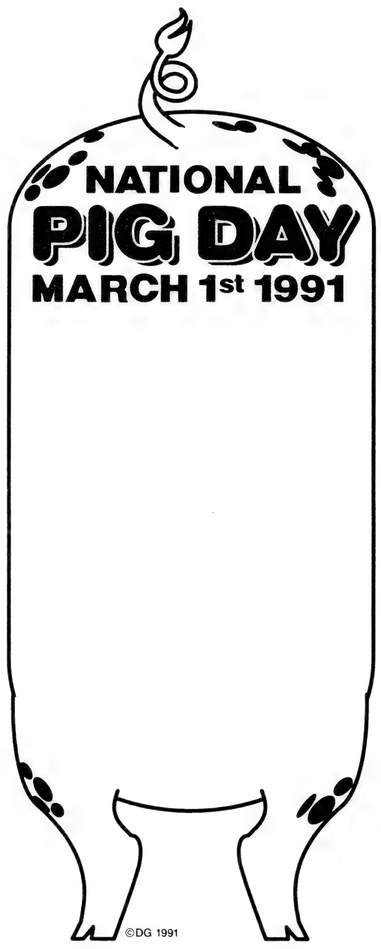
Ready-to-go layout format, in SAU sizes, lets you put together promotions in record time. You get maximum linage potential for minimum investment of time and money.

New tie-ins every month. Use these timely promotional themes to make fresh contact with new and established clients.









BUSINESS & COMMERCE

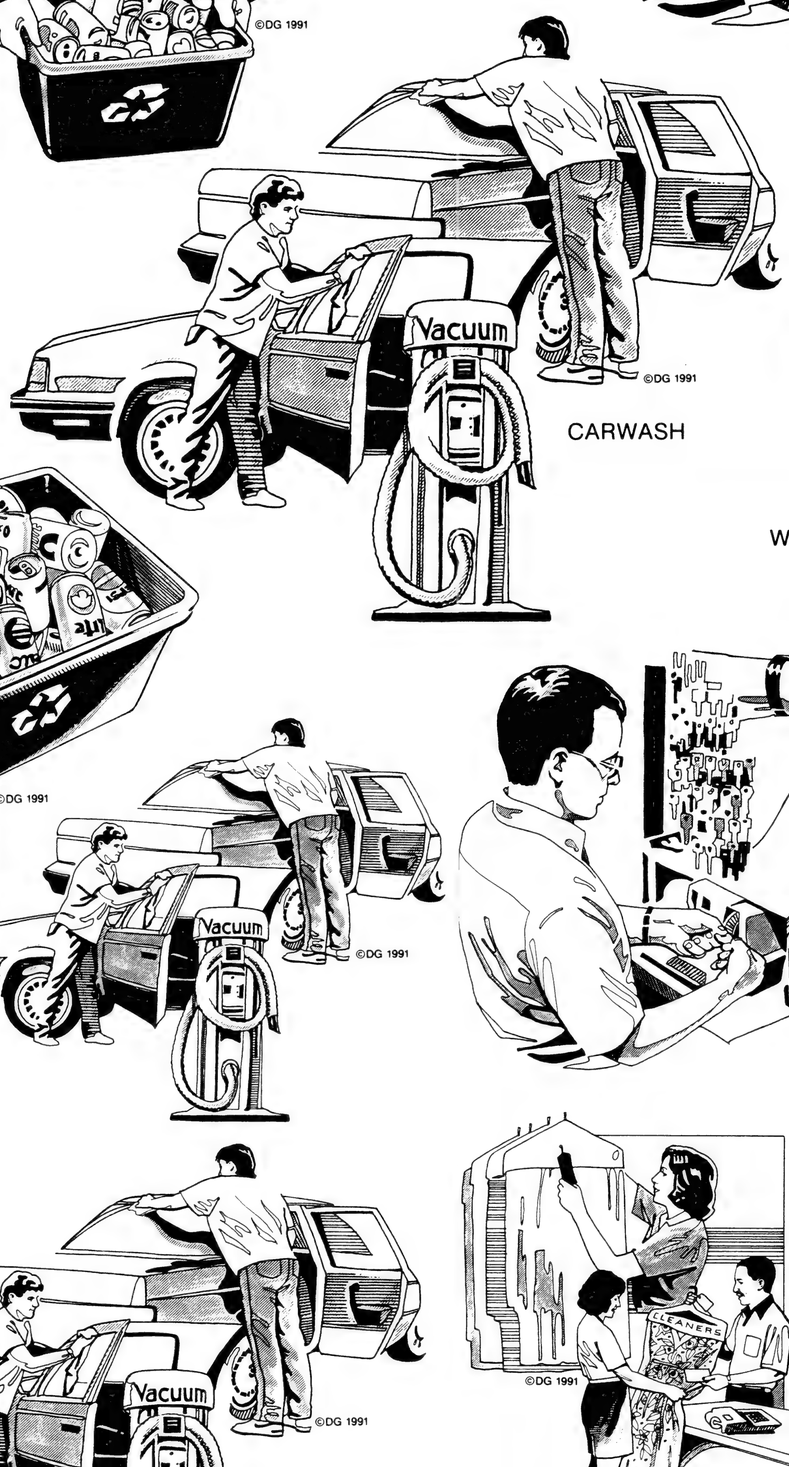
An ongoing series depicting the workings of the business and professional community. If you have the need for a specific business or commerce illustration, please contact us. We appreciate your suggestions!

PIZZA DELIVERY

KEY-MAKING

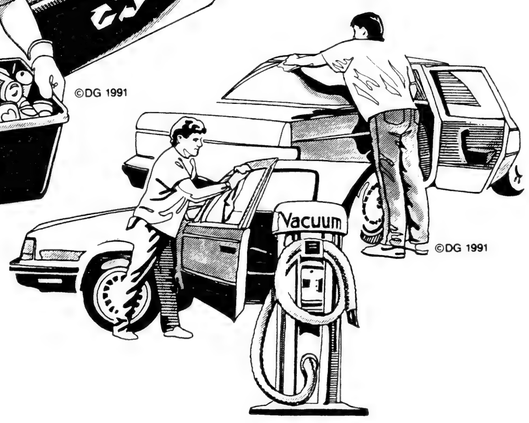
RECYCLING CANS

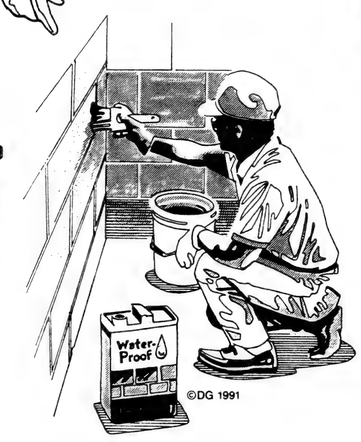
DRY CLEANING

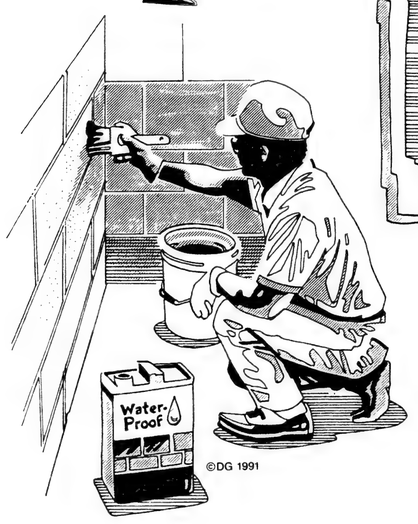


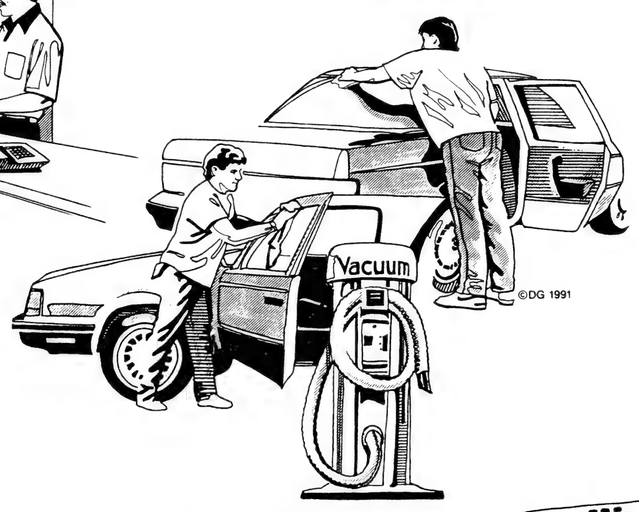
CARWASH

WATER DELIVERY



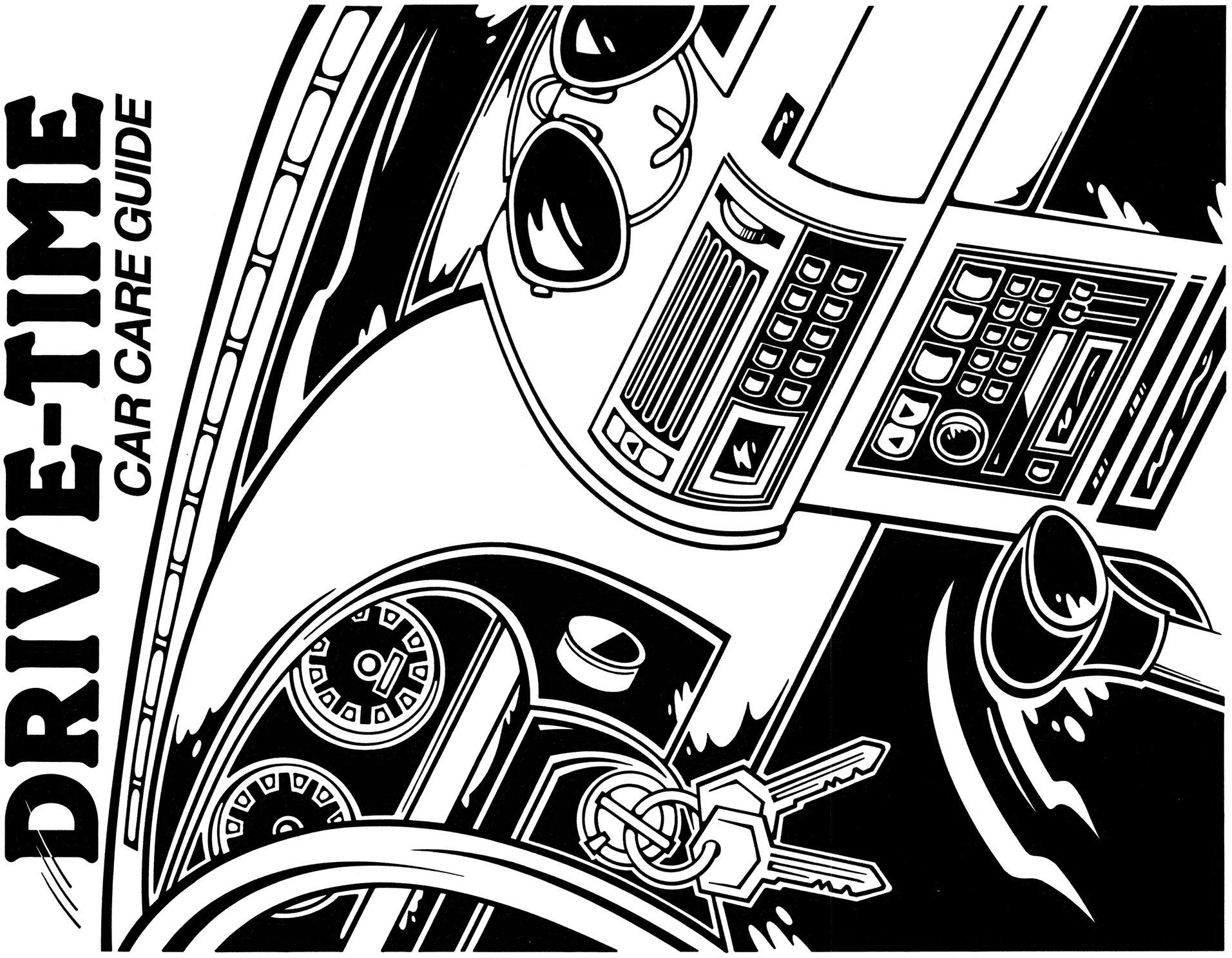




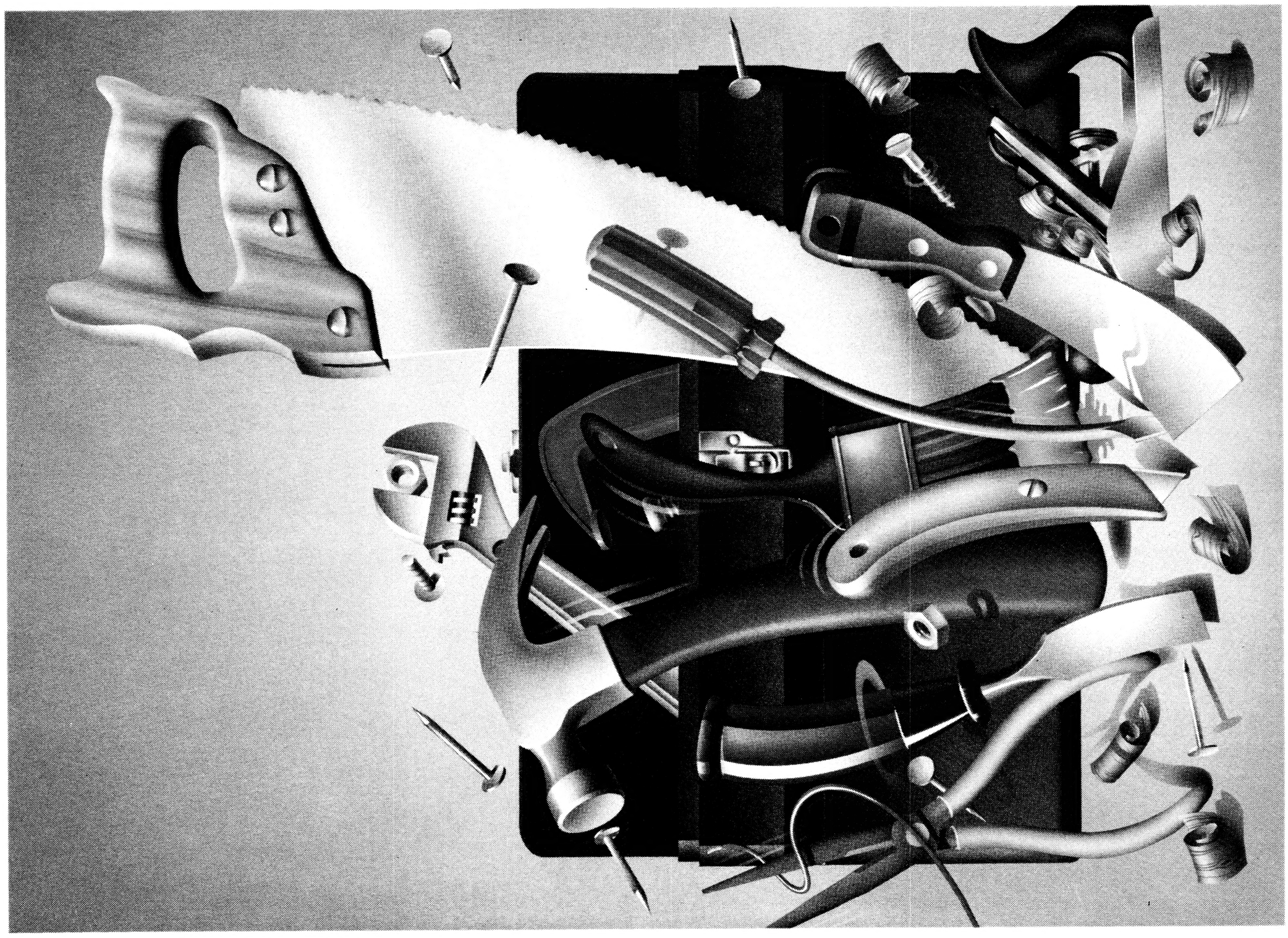


BASEMENT WATERPROOFING

CARPET CLEANING



Shown below is the full color proof of the color separations appearing on pages 27 and 28.



• YELLOW PLATE

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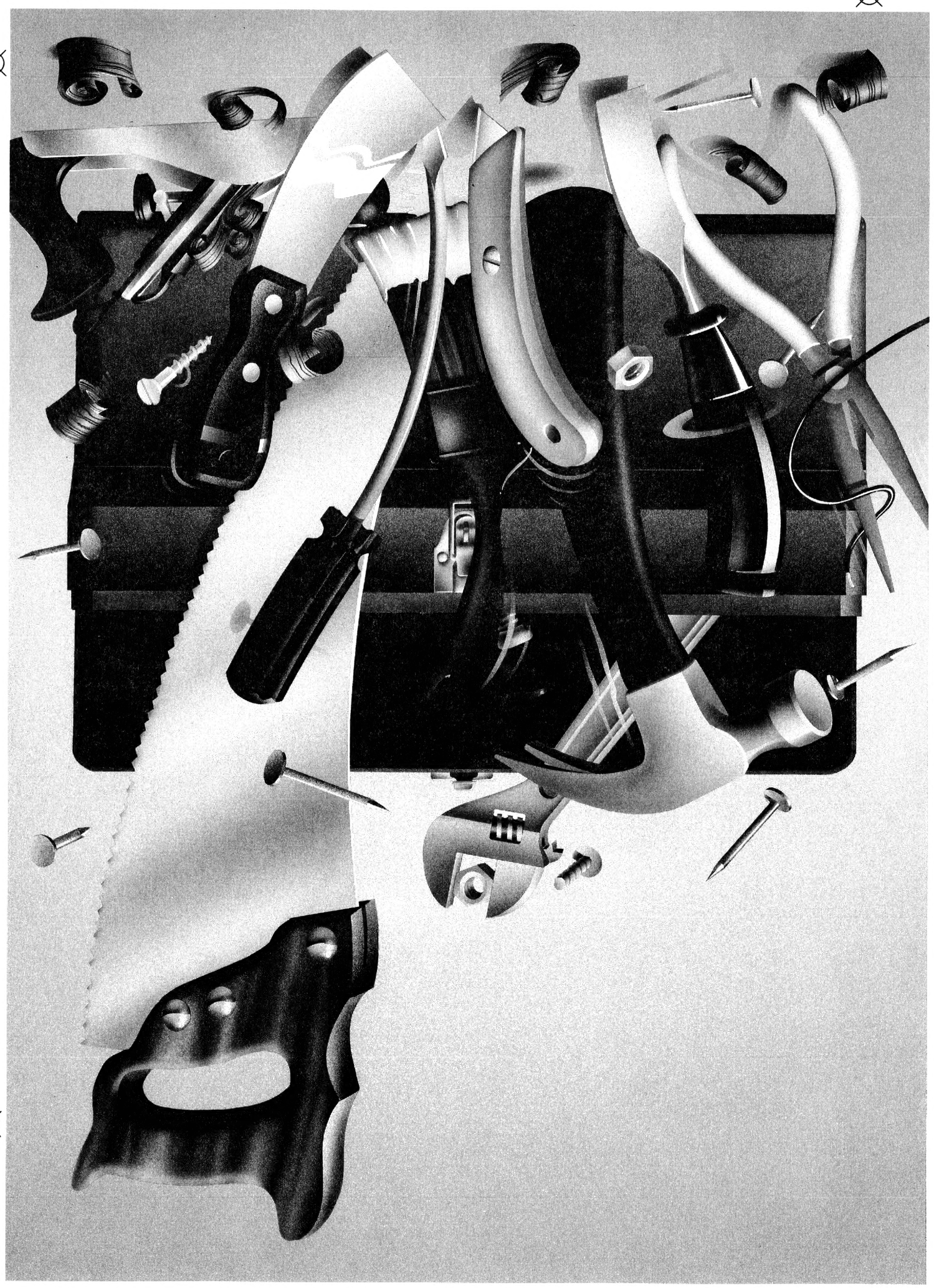

• RED PLATE

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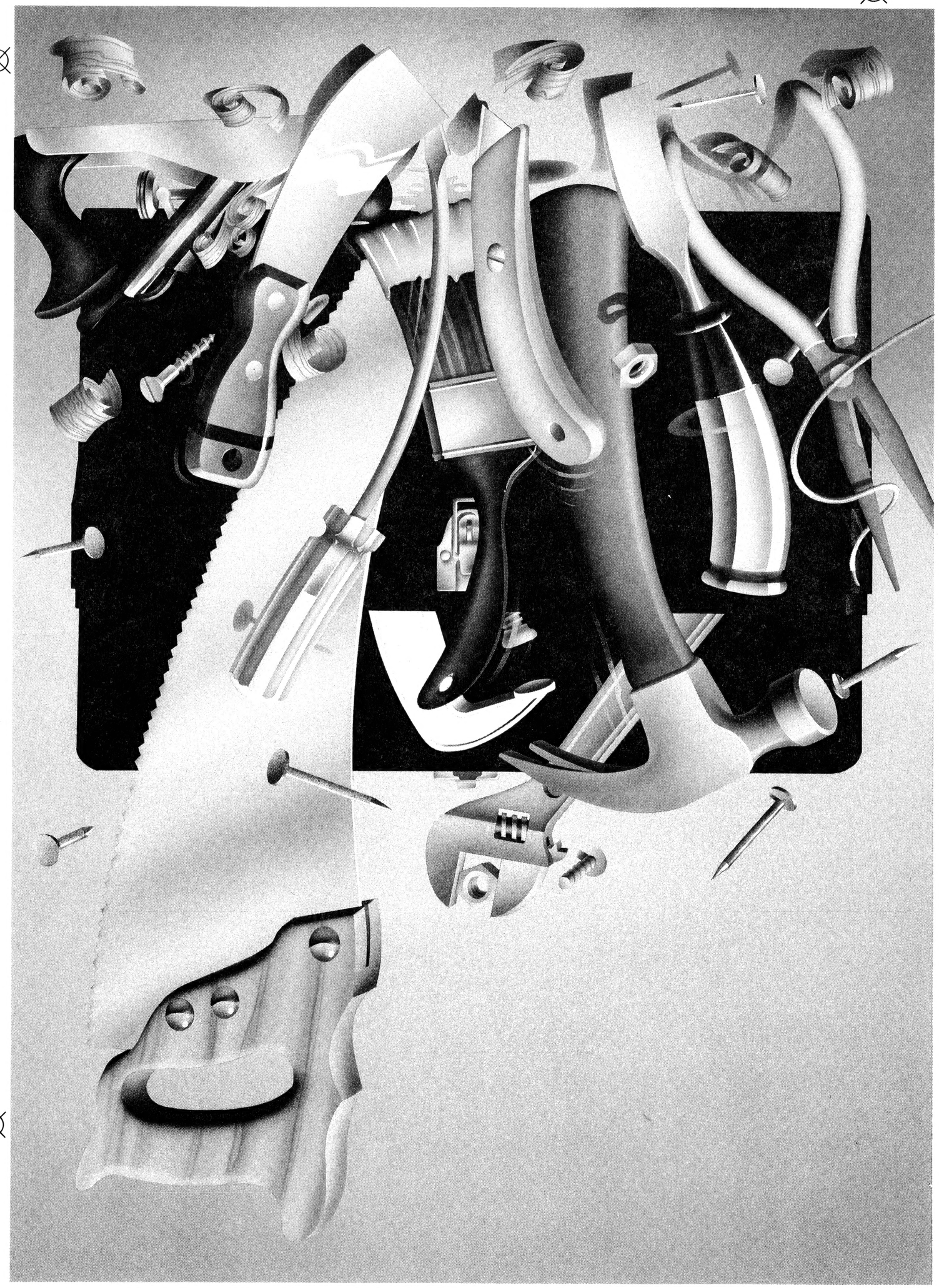
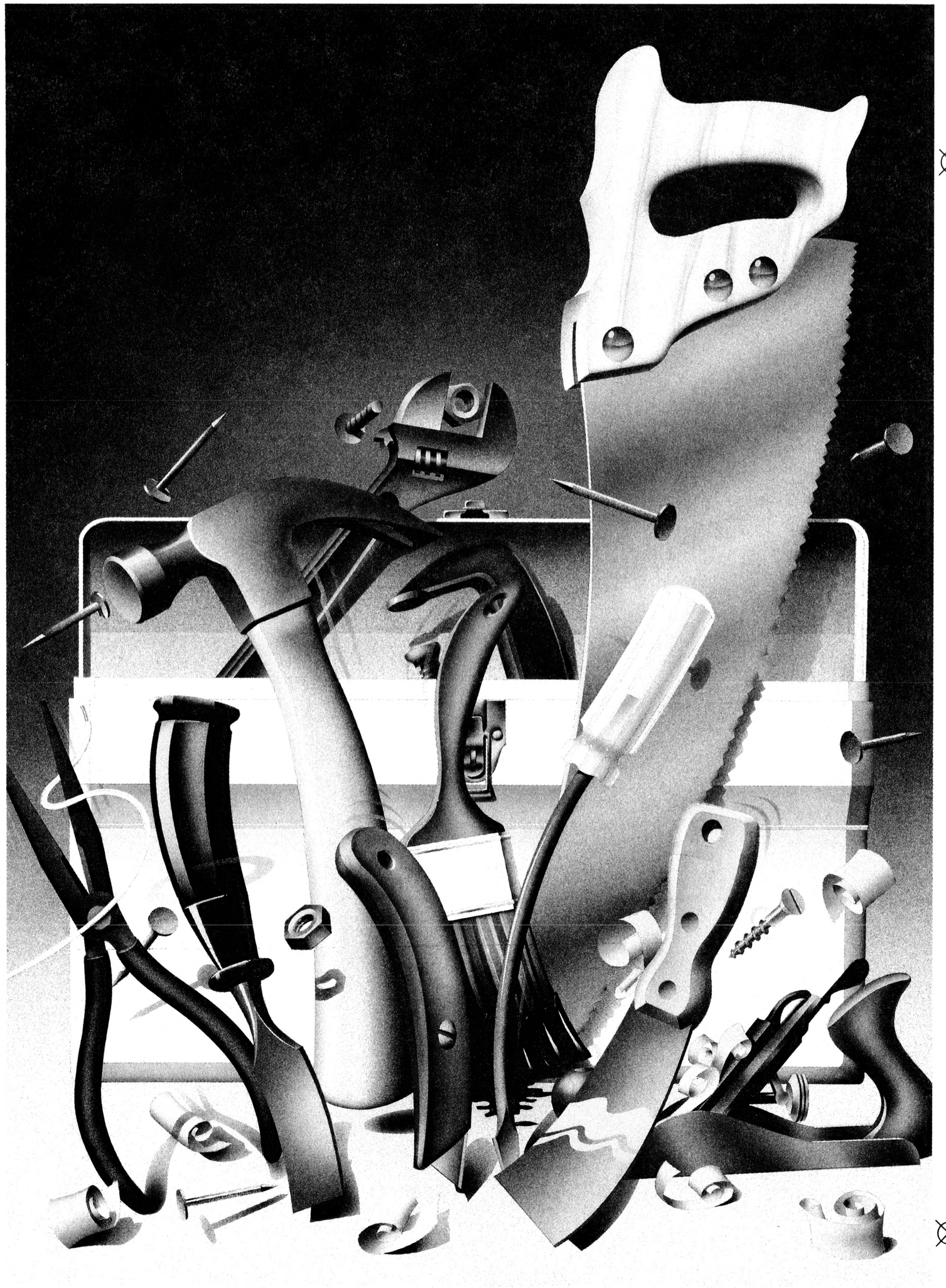


• BLACK PLATE

©DG 1991

This Print Media Service 4-color separation is camera ready. Full-color proof is shown on Page 26. To achieve full color, print the red plate in process magenta, the yellow plate in process yellow, the blue plate in process cyan, and the black plate in black. All printers are separated in 85-line screen.



• BLUE PLATE

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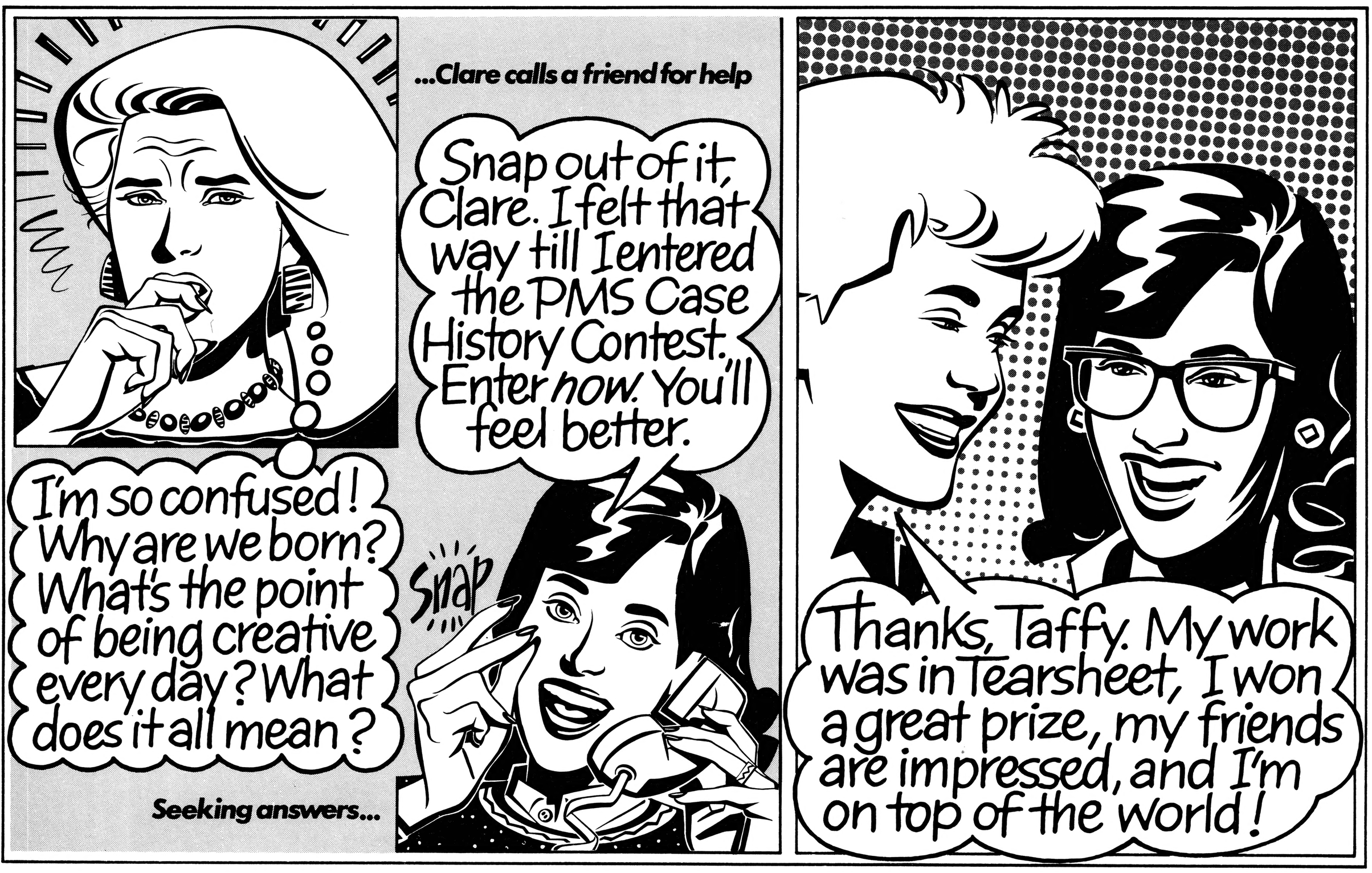
THE DESIGNING LIFE


I'm so confused! Why are we born? What's the point of being creative every day? What does it all mean?
Seeking answers...
...Clare calls a friend for help
Snap out of it, Clare. I felt that way till I entered the PMS Case History Contest. Enter *now*. You'll feel better.
SNAP
Thanks, Taffy. My work was in Tearsheet, I won a great prize, my friends are impressed, and I'm on top of the world!

Feelin' down? The PMS case history contest gives you 4 good reasons to keep going. . .

1. **Recognition for your creative achievements.** The committee selects 6 winners every month on the basis of quality, creativity, originality, and design application. Winners are published in **Tearsheet** magazine. You receive credit for your project and others will look to your work for inspiration. Proof positive that you and **PMS** make an unbeatable team. Plus, your parents will be so proud of you.
2. **Valuable prizes awarded.** As a winner, you choose what you want from the prize catalog: coolers, clocks, calculators, sports stuff, telephones, watches, small appliances, a wok set, and much more.
3. **Hand-lettered award certificate.** Tasteful design features your name, done in calligraphy by our hand-lettering artist. Display it proudly.
4. **No deadline.** Enter as often as you want. The more you enter, the better your odds of winning. Each entry is acknowledged with a letter of thanks from the creative coordinator. So snap out of it. Enter right now. It's easy.

ATTACH THIS FORM TO EACH ENTRY

NAME _____

TITLE _____

COMPANY _____

STREET ADDRESS _____

CITY _____ **STATE** _____ **ZIP** _____

PMS ART FROM _____
(month) (year) (page no.)

REMARKS _____

_____
(attach more paper if necessary)

SIGNATURE _____

I understand that my entry and comments become the property of Dynamic Graphics, Inc. Use may include, but is not limited to, publication in *Tearsheet* magazine and other promotional material.

MAIL TO: PMS Case History Contest, Dynamic Graphics, Inc.
6000 N. Forest Park Drive, Peoria, IL 61614-3592

CONTEST RULES:

1. Subscribers to **PMS** may enter any graphic project containing **PMS** art.
2. Send in as many entries as you want to. Please attach a copy of the entry form, shown left, to each project and make sure the form is filled out completely.
3. Include the **PMS** month and year from which the art was taken, brief comments explaining any special techniques used, plus other important details.
4. For best reproduction, mail your entry unfolded. **Do not mount newsprint items.**

Your prize will be sent UPS so be sure to include your street address for delivery purposes. When you win, we win by being able to share your original design ideas with other **PMS** subscribers.

WINNERS WILL BE NOTIFIED TWO TO THREE WEEKS AFTER PUBLICATION OF THE ISSUE IN WHICH ENTRIES APPEAR.